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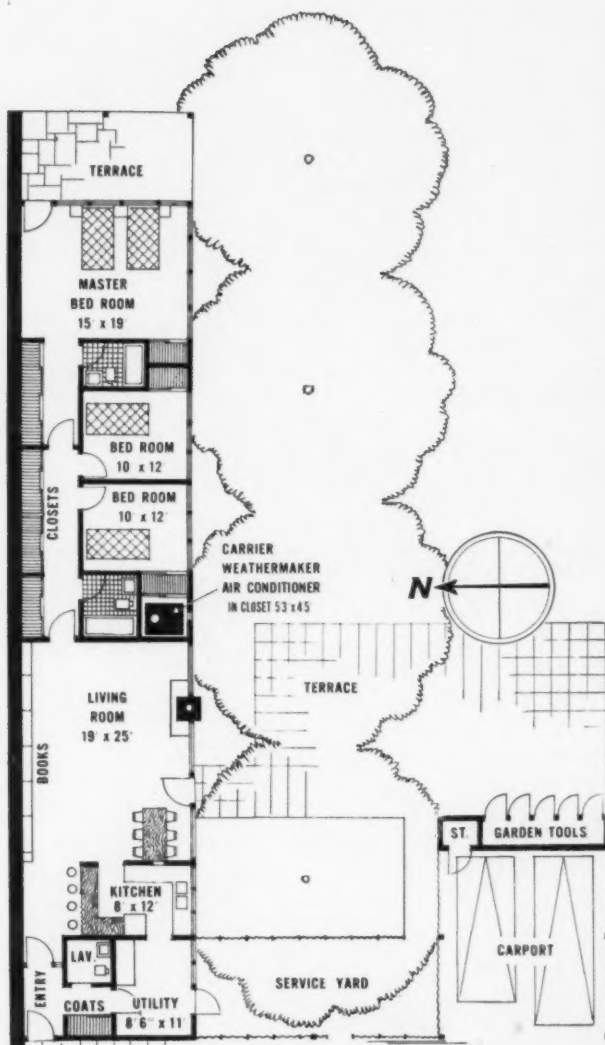
BUSINESS ADMINISTRATION
JOURNAL

NATIONAL REAL ESTATE and BUILDING JOURNAL



Would you like to sell this house?

This is a Carrier Weathermaker Home...an example of a better value because it's designed around Carrier Weathermaker Air Conditioning



The architects—Carroll, Grisdale & Van Alen is a well-known Philadelphia firm whose recent work includes the Youth Study Center on Benjamin Franklin Parkway and the Terminal Building, Philadelphia International Airport (now in progress).



better design

This house gives you more usable space per dollar. And it does that because it makes use of its air conditioning. Because the new Carrier Weathermaker provides heating, cooling and circulation, the rooms need only one exposure. Only a few movable sash are required. The floor plan is a simple rectangle. No windows are needed on the north. Baths are placed in the interior.

better value

This house makes air conditioning economical. The design makes the house less expensive to build. The design reduces the first cost of the air conditioning. The overhang over the south windows and the trees to the south shading the roof help reduce the cost of summer cooling. The lack of windows to the north helps reduce the cost of winter heating.

better living

The air conditioning permits entire flexibility within the house. So living and dining areas can be completely open and interlacing, while the sleeping areas can be completely private. Almost the whole north wall is used for storage. Placement of windows, doors and closets allows great freedom in furniture arrangement. The air conditioning keeps the house far cleaner, far more quiet, and infinitely more comfortable.

CARRIER CORPORATION

315 S. Geddes Street, Syracuse, N. Y.

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Street

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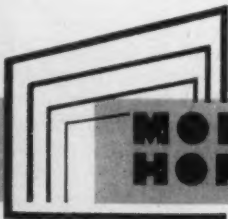


Fine Homes for the Discriminating Builder

Modern Homes are skillfully and attractively designed to present a conventional appearance comparable to the better architect-designed, site-built homes. They provide discriminating builders with fine homes which cost less because of savings through volume buying, pre-fabrication and fast completion on the site. The scientific workmanship and good materials in every Modern Home guarantee complete satisfaction. Choose Modern Homes for your next building project.

INVEST IN QUALITY

Modern Homes make desirable loans. They are soundly designed and scientifically fabricated by conventional methods from top quality materials. They are "built by builders for builders." Government and lending agencies find these quality built homes readily acceptable credit risks.



MODERN lumber engineering company
HOMES by 7742 GREENFIELD ROAD • DEARBORN, MICHIGAN

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THE JOURNAL REPORTS



Hundreds of Cities Spurn Rent Controls

Public interest in the rent control question mounted in several major cities as the September 30th deadline for extension requests approached. But in most of the major cities, the general public showed little concern about whether controls should be continued or dropped.

Debate in Chicago reached such a tempo that Mayor Kennelly was forced to take refuge from enraged landlords after asking the city council to extend controls.

In Detroit, Tighe Woods was booed from the stage where he pled for extension. In St. Louis, a spokesman for opponents of control was struck with a briefcase.

In Seattle, the Apartment Operators Association and the Seattle Real Estate Board canvassed the entire town and found a vacancy percentage of 6.5%. Disbeliever Tighe Woods, then rent director, ordered the census bureau to survey the city. Result was a

2.9% vacancy. Local pro-control factions came up with a percentage of 1.9%. But the opponents of rent control had the most convincing figures . . . the Seattle council voted against extension.

When the smoke cleared on September 30, about 1200 communities had voted for extension of controls. Under present law, the controls will end next April 30. Controls over critical defense areas automatically extend to that date.

Regulation X Suspended

At last the housing industry freed itself of a major government control with the suspension of Regulation X on September 16. However, the controls may not be gone forever — if the seasonally adjusted rate of housing starts for the next three months exceeds 1.2 million units, the government can clamp controls back on.

(Please turn to page 14)



EDGEWATER TOWERS, LAKEWOOD, OHIO. Rusco Prime Windows are used throughout this superbly-appointed, 11-story luxury apartment on the shores of Lake Erie. Apartment has 205 suites, with 1668 windows. ARCHITECT & BUILDER: THE BYRNE ORGANIZATION, WASHINGTON, D. C.



SPEED OF INSTALLATION AND OTHER COST SAVINGS have resulted in choice of Rusco Prime Windows for P & H Prefabricated Homes, Port Washington, Wisconsin. Exterior view above, interior view below.

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A Fully Pre-Assembled Window Unit
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All Ready to Install in Window Opening!

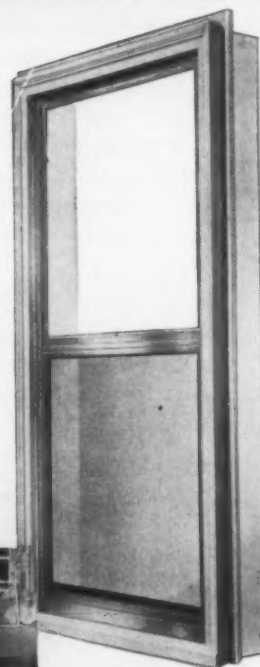
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WOOD OR METAL CASING
... OR STEEL FINIS

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Also available in 3-light and 4-light styles for commercial and industrial construction.

Glass and Screen Inserts easily removed from inside for convenience in cleaning. The Rusco removable sash feature has tremendous appeal as a convenience and safety feature.



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Evanston, Illinois

The Journal Reports

(Continued from page 12)

With controls lifted, minimum downpayment requirements for FHA-insured mortgages revert to those fixed by the National Housing Act of 1935. These downpayments range from 5% for \$7,000 houses or less to 20% for houses costing more than \$7,000. Under Regulation X, terms ranged from 5% to 40%.

For VA-backed loans, the minimum downpayment is 4% for homes priced between \$7,000 and \$8,400, slightly under the previous regulations. For houses costing less than \$7,000, no downpayment is required, but closing costs up to 4% of the selling price must be paid in cash.

Here are the new rules for FHA and VA guaranteed mortgages:

Selling Price	Minimum Downpayments			
	FHA		VA	
	Reg. X Rules	New Rules	Reg. X Rules	New Rules
\$ 5,000	\$ 250	\$ 250	—	—
6,000	300	300	—	—
7,000	350	350	—	—
8,000	950	650*	\$ 380	\$ 320
9,000	1,200	950†	480	450
10,000	1,450	1,250	580	500
11,000	1,900	1,550	740	550
12,000	2,350	2,400	900	600
13,000	2,800	2,600	1,450	650
14,000	3,250	2,800	2,000	700
15,000	3,700	3,000	2,550	750
16,000	4,250	3,200	3,100	800
17,000	4,800	3,400	3,670	850
18,000	5,350	4,000	4,240	900
19,000	5,900	5,000	4,810	950
20,000	6,450	6,000	5,380	1,000
21,000	7,000	7,000	5,950	1,050
22,000	7,750	8,000	6,650	1,100
23,000	8,500	9,000	7,350	1,150
24,000	9,250	10,000	8,050	1,200
25,000	10,000	11,000	8,750	1,250

* For two-bedroom houses: FHA downpayment on three-, four-, or more bedroom houses is now \$400.

† For two- and three-bedroom houses: FHA downpayment on four- or more bedroom houses is now \$450.

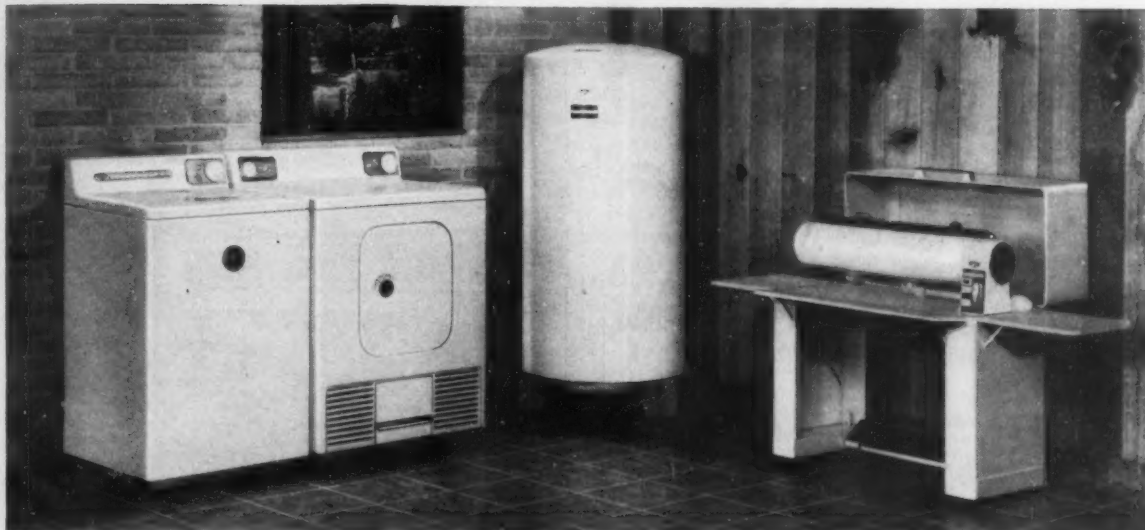
The new terms apply to all mortgages executed before September 16. No change has been made in VA and FHA amortization periods. Limit for houses valued at \$12,000 or less is 25 years, and for higher priced houses, 20 years, with a hardship provision which permits VA to approve amortization periods up to 30 years if necessary. No mortgage on a home may exceed \$14,000; the maximum was previously \$16,000.

Effects of New Credit Terms

It's too early to determine what the effects of the easier credit terms will be. But all things point to an upswing in sales. The new terms are especially inviting to families having sufficient income to carry a large mortgage but with too small a savings account to make the large downpayment previously required. Veterans buying small and medium-sized homes are favored with drastic cuts in downpayment requirements.

But in many areas, the new terms will be meaningless because the amount of cash that buyers must lay on the barrel will be determined by the size of mortgages lenders are willing to give. Money is scarce and there is a slight upward pressure on interest rates. Consequently, veterans will find few lenders willing to shell out 4% money when other investments appear more attractive.

LEISURE LAUNDRY gives new look and meaning to Utility Rooms



When architects and designers put a utility room in modern houses and apartments, a new problem arose. The ideal use for this room was as a laundry. However, conventional dryers were designed primarily for basements since they added heat, lint and moisture to the air. And, most automatic washers had to be bolted down to the floor. Often, washers and dryers were too bulky or didn't match and detracted from the appearance of the room.

Now Frigidaire's new Leisure Laundry provides an ideal solution to the problems of both the utility room and the smaller kitchen found in today's new dwellings. The Frigidaire Automatic Washer and the matching Frigidaire Filtra-matic Dryer along with the Frigidaire Electric Ironer and Frigidaire Water Heater were all designed to blend and to fit in a compact amount of floor space.

Both the Frigidaire Washer and Dryer have a Lifetime Porcelain-finished cabinet that's easy to clean and keep new-looking for years. Another important advantage for both builders and tenants is the fact that the new Frigidaire Dryer requires neither extra plumbing nor costly venting. Its new Filtra-matic action keeps the Dryer from ejecting sticky lint and objectionable moisture that settles on walls and windows. The Frigidaire Washer does not have to be bolted to the floor.

For more information on the Leisure Laundry and other Frigidaire Home Appliances, call your Frigidaire Dealer, or the Frigidaire Distributor or Factory Branch that serves your area. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

In Kitchens (below) and Utility Rooms (above), prospects will be instantly attracted by Frigidaire's handsome Leisure Laundry. They'll be even more intrigued when they discover all the exciting, work-saving features of these laundry appliances. Builders, tenants and owners alike will also appreciate the long life, day-in day-out dependability and negligible maintenance costs of Frigidaire household appliances.



FRIGIDAIRE Appliances — Refrigeration and Air Conditioning Products

Refrigerators • Electric Ranges • Food Freezers • Water Coolers
Home Laundry Equipment • Electric Water Heaters • Air Conditioning
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*Perpetually
New*

Pollman Homes
by **THYER**

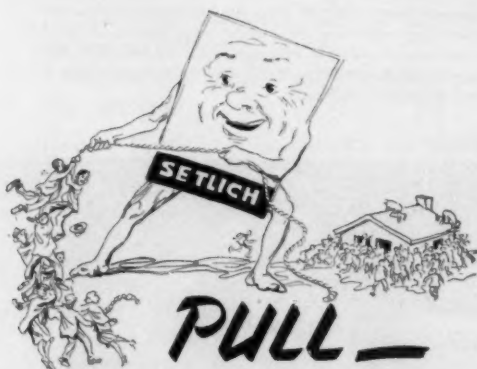
OFFER CONSTANT IMPROVEMENT IN A CONVENTIONAL
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Want prospects to see your listings? Sure you do! Then pull them in with a Setlich Sign. Years of research and experiment in the real estate field have given Setlich Sign the pattern for producing signs that not only attract prospects but give your company the personal appeal that makes your listings easier to sell.

Your sign represents *you*, so make sure it reflects quality. Be certain that it has the prospect-pulling ingredients that make Setlich Sign the favorite with real estate men and women everywhere.

For Signs That Sell — See Setlich

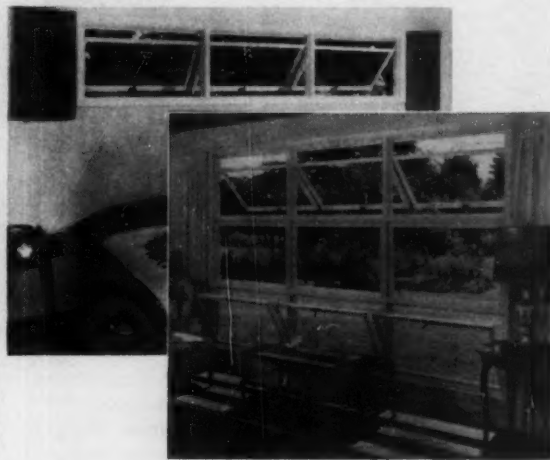


Product Progress

Andersen Flexivent — Window of Many Uses

A new 4-in-1 window unit will soon be available from the Andersen Corporation of Bayport, Minnesota. The Flexivent unit is designed for an economical solution to two design trends — the ribbon bedroom window with projected or hopper vent sash, and the built-up panel type wall of windows with both fixed and operating lights.

The window provides a choice of outswinging



awning; inswinging hopper; or outswinging casement ventilation; or fixed sash. Friction hinges hold sash open in any position. Weather tightness is assured by weatherstripping and leakproof design, the manufacturers say. Double glazing and hinged screen are optional. Nine sizes are available in combinations of three sash widths and four heights.

Ready-Made Termite Shield

A ready-made termite shield, designed for FHA and VA construction, has been announced by the Blue Diamond Company of Dallas. Made of galvanized metal, the shield has an expanded metal edge which bonds to the beam with cement mortar. It consists of ready-cut corner miters, runner strips in 8-foot lengths, joints clips, and pier shields.

New Incombustible Acoustical Tile

Celotex Corporation of Chicago is producing an incombustible acoustical product called Celotone. Molded from mineral fibres and special binders, the new tile has deep, irregularly shaped and spaced fissures that provide a textured appearance. It is beveled and comes in 12 x 12 or 12 x 24 inch sizes.

American Standard Introduces Garbage Disposer

American Radiator & Standard Sanitary Corporation has added a food waste disposer to its line of products. The unit can be connected to the drain of any standard sink with a 3 1/2 to 4 inch opening. A

(Please turn to page 44)

THE FORGOTTEN MAN.....

THE fellow across the luncheon table was irate. "I put my name on the dotted line, gave him a downpayment of \$7500, moved in, and I haven't seen him since."

Our friend had just bought a new house and he was complaining that the salesman for the real estate builder had run and hid after the sale. The buyer had some questions to ask and there were some adjustments to make. But the salesman didn't show.

Now this friend of ours had an understandable complaint. After all, he'd made the biggest purchase in his lifetime. He could have been very important to this real estate and building company . . . even after he bought a house. But evidently he's a forgotten man.

This brings up a couple of basics to successful business that are ignored time and time again. And it never ceases to surprise us.

There are some realtors and builders who will sing their own praises to the limit of the advertising budget. They'll be equipped with the latest sales tools and sales methods. They'll go out and join clubs and social groups to widen their group of acquaintances. All well and good. But too often they've forgotten one man . . . their customer. They've forgotten how important it can be to give a little personal attention to a buyer . . . even after the transaction is closed.

We visited a new project of homes a few weeks ago. Unbeknownst to the real estate builder, we called on some of his buyers. All of them seemed to be pleased. One commented, for example, "I certainly am satisfied. And you know, Mr. Jones (we'll call the builder that) came around and paid us a visit a week after we moved in. He thanked us for buying the house, hoped we'd like it, and wondered if we found everything satisfactory. And then he went through the house and inspected it to see if any adjustments were necessary."

Here was a buyer who wasn't forgotten. And you can be sure he won't forget. He'll tell his friends about Jones, the quality of his houses and his service. Important to Jones? No amount of sales tools or methods or advertising can do the job that the local grapevine of talk about him can.

Fortunately, some far-sighted realtors and builders recognize this. They know that tomorrow's business is built on today's goodwill. They make sure they offer a quality service and a quality product. But they don't stop there. They make friends of their customers. They call back to see if they're satisfied. They find various ways to keep in touch. In turn, these customers are saying the right things about them.

Business in the competitive days ahead will go to those companies who don't forget that tomorrow's customers will be influenced by the buyers of yesterday and today.

B. F.

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they watch each detail, offer every housing service to give . . .

More House for Less Money

BY BOB FAWCETT, Editor

Prospects are shopping around more carefully in today's housing market, but there is still a tremendous demand for livable, attractive homes at reasonable prices. With a keen knowledge of the market, Heslop Building & Realty Company is providing those homes in a suburb of Akron. This company's complete housing service, from building to insuring the house for the buyer, forms a good case study of cost-saving, sales-getting ideas for real estate builders.

THEY offer a complete one-stop housing service from constructing to financing and insuring the house for the buyer.

They provide extra living space in their homes through the use of eyelevel windows, built-ins, and completely-equipped kitchen-laundries.

They keep costs at a minimum by exact scheduling of crews, maintaining as small a warehouse as possible, job lot deliveries of materials, site fabrication, slab construction.

They emphasize the use of nationally-known materials to add salability and quality. They give buyers a one-year guarantee, knowing that a satisfied customer points the way to more business.

They take extra precautions in retaining the natural beauty of their building sites to add more individuality to their homes, charm to their projects.

They experiment continually with new methods and materials to keep their houses within range of demand.

As a result, Ray and Jack Heslop, father and son-realtor-builder team of Akron, Ohio, are providing more house for less money and setting sales records with their newest project, Morningview, in Cuyahoga Falls.

Attesting to the methods of Heslop Building & Realty Company are a long line of successes. Ray Heslop built the first FHA houses in the Akron area. He and his son have built more than 2,500 houses in the Akron area since the war. In 1949, they sold out a complete project of 166 homes on opening day. In just two weeks after the open-

ing of Morningview on July 13, 140 homes out of 154-unit development were sold. How these \$11,000 two-bedroom houses are planned, built, and sold is a good case in point for real estate builders.

Organization Plan

Like most real estate builders, the Heslop organization is set up to provide a complete housing service for maximum efficiency. The company handles brokerage, mortgage loans, insurance, and property management, in addition to having a separate corporation for each home building project and a separate corporation which owns 200 luxury-type apartment units the company built.

The various departments to the Heslop company give the organization the know-how and the availability of service that makes it successful in building houses for the market.

Every detail of the building program is handled in the Heslop office, one department feeding another. Twenty-five people are employed in the parent company, including four full-time salesmen who handle outside brokerage in addition to Heslop homes. Each department has one person in charge, but so closely are the departments linked that many of the employees participate in more than one phase of the business.

On the building site, Heslop crews are divided into masonry, carpentry, plastering, painting, and common labor, each one headed by a superintendent, who in turn is responsible to a general superintendent under Jack Heslop, the executive vice president. Only plumbing, electrical, and

heating are subcontracted. Heslop officials credit much of their housing success to closely integrated crews, many of whom have been with the company 10 years or more.

Cutting Costs

The superintendents keep a close tab on scheduling so that materials can be delivered by the job lot on time and crews moved from one house to another in an assembly-line operation. To keep overhead at a minimum, only a small warehouse and site office (14 x 50) is built on the project and then is sold to be taken down when a development is completed.

Intensive use of power tools speeds site fabrication. Such items as windows, linen closets, stairways, built-ins are fabricated at the lumber yard and delivered ready to install.

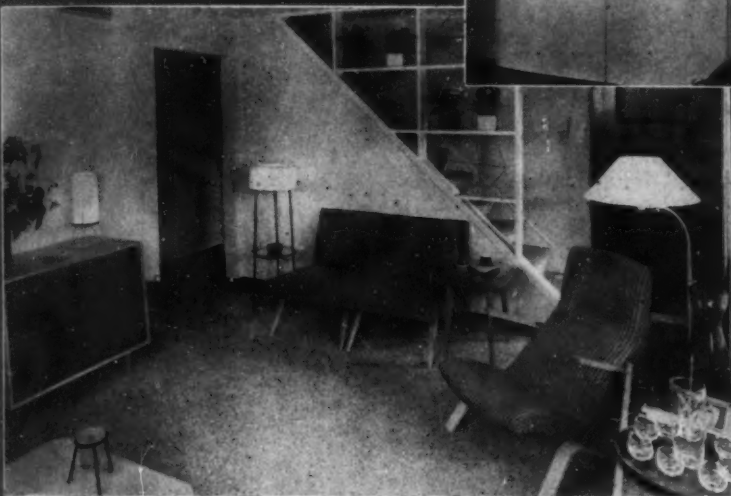
Believing that one of the best ways to hold costs in line is to provide more living space under the roof, the Heslop company, in conjunction with Falls City Lumber Company, designed and built an eye-level, awning-type window. Jack Heslop says the window permits nearly 100% use of wall space in the houses. The windows, which are Thermopane framed in California redwood, are hinged so that both sides of the window can be washed from the inside. Screens are installed inside. The windows are placed at eye level in all rooms of the five-room houses except the living room and kitchen where larger windows are used.

As another space-saver, each bedroom in Heslop homes has a large, divided wardrobe closet with sliding doors, shelves above, and



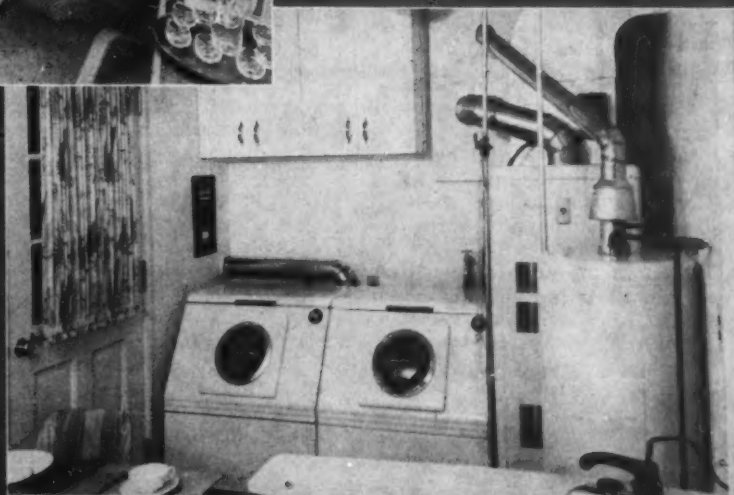
Colors of roofs, siding, trim of each home in Housing projects are selected carefully to harmonize. Note that most of the windows are eye-level, swinging-type to provide extra interior wall space

This view shows one end of the kitchen-laundry area, an important focal point of sales. Housing includes all major appliances in the purchase price for extra buyer appeal, better planning of space



Quality materials are stressed in Housing homes to ensure buyer satisfaction. Hallways at 10 ft. wide in two bedrooms, each with abundant closet space. Entry lead to attic, expansion into two rooms

Opposite the kitchen area is this compact, efficient laundry with a specially-made gas heating coil at the side, even a built-in ironing board. Extra cabinet space is provided above laundry appliances



HESLOP'S FINEST!

NEW HOMES HIT ALL-TIME HIGH FOR COMFORT, PRIVACY AND CONVENIENCE

HOMES BUILDERS FOR THREE GENERATIONS

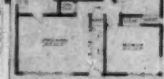


The Heslop organization has been in business for over 30 years. It has built homes for three generations. The Heslop organization has been in business for over 30 years. It has built homes for three generations.

CUYANGGA FALLS HAS FINE SCHOOLS, SHOPPING FACILITIES AND RECREATION

Cuyangga Falls is a beautiful area with fine schools, shopping facilities, and recreation. It is a great place to live. The Heslop organization has built homes in this area for many years.

DISPLAY HOME OPEN TO PUBLIC TODAY 10 A.M. TO 5 P.M. WEDNESDAY 10 A.M. TO 5 P.M.



Quality Brand-Name Materials Throughout

The house is built with quality brand-name materials throughout. It includes a full kitchen, living room, and bedrooms. The Heslop organization has built homes in this area for many years.

Look at These Wonderful Terms

GI'S! ONLY \$750.00 DOWN

\$54.13 MONTHLY (This House and Down Payment)

FINA TERMS \$5,500 DOWN

Total Monthly Payment \$60.44

HOMES FROM \$11,500

HOMES TO WORK IN MINUTES

The Heslop organization has built homes in this area for many years. It is a great place to live.

"Biggest Home Value We've Ever Offered", Says Heslop

1952 Model Clinic With Public, 60 Homes Already Sold. Buyers Enthusiastic About New Living-Type Windows That Give Greater Privacy And Wall Space



Homes Equipped for Electrical Living With WESTINGHOUSE APPLIANCES



EXPANDABLE ATTIC

The Heslop organization has built homes in this area for many years. It is a great place to live.

Heslop Builders

HE-8111 533 West Market Street AKRON



This eye-smashing newspaper ad heralded the opening of Morningview, Heslop's latest project. Complete details were included in the ad and special emphasis was given to brand names of products in newspaper-type layout. Five thousand attended opening

two sizable drawers below. Extra storage space is provided by a storage and linen closets in the hallway.

Completely Equipped

One of the major features in the 800-square-foot homes is the completely-equipped kitchen-laundry included in the purchase price. Arranged in a L-shape, the laundry area of the room is equipped with a Westinghouse clothes dryer and automatic washer, in addition to a built-in ironing board. The kitchen area, which also has space for dining, is furnished with a Westinghouse range, food disposer, dishwasher, ventilating fan, and steel kitchen cabinets.

In one corner of the laundry area is a special-made American-

Standard gas heating unit, which is white baked-on enamel to match the other appliances, and a 30-gallon Crane water heater.

Stress Quality Materials

"We don't use anything but quality materials and equipment," says William Cooper, secretary-treasurer of the company. And he gives definite reasons why. "We feel that we must use the best to get quality construction, of course. The very names of the products we use connote the idea of quality to the public. Most important is that the performance and durability of these products is essential to making satisfied buyers. Then, too, if the time comes when these original buyers have to sell, we want them to be so pleased with

the quality of the home and the service we've offered that they will let us handle the resale. That's important to our brokerage department."

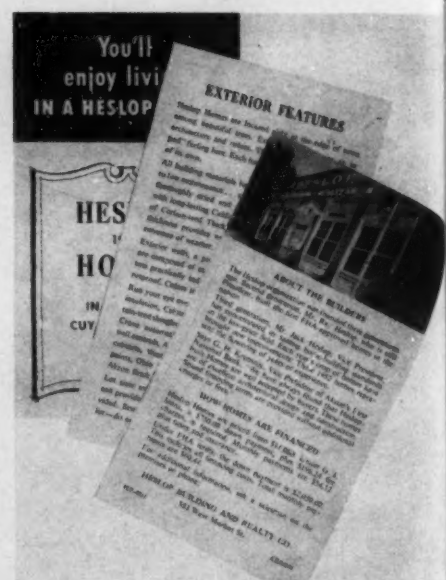
Typical of the products used in the homes are Schlage brass hardware, Curtis doors, Minneapolis-Honeywell air diffusion registers, B. F. Goodrich asphalt tile, Benjamin Moore paints, American-Standard bathroom fixtures, Certain-Teed roofing, and Crown Steel tile around bathroom walls. Interior walls are plastered with Ohio Perlite and conduit is installed in each home for television and telephone.

To assure satisfied buyers, Heslop has a full-time service manager to adjust complaints and explain operation of equipment and care of the house.

Expandable Attic

Attic of the typical Morningview home is expandable. The builders install all the wiring, lay the subfloor, and install the windows so that two rooms, one 14 x 16 and another 9 x 12, can be added easily. The heating unit is large enough to heat the second floor.

Exterior walls of the houses are composed of asbestos fiber and Portland cement. Colors are impregnated so that no painting is required. The walls are insulated with foil-backed rock lath, the ceil-



Visitors to the Morningview model home were given small folders, outlining financing arrangements, types of products and equipment, construction methods, proximity of the project to schools, shopping

ings with Fiberglas. Celotex is used for sheathing and Certain-Teed thick butt asphalt shingles for roofing.

Six different exterior plans with an identical floor plan are used for Morningview homes. The color plans of the houses has been correlated, the color of each house selected in relation to those around it. Variations of color are used for roofs, exterior siding, front doors, shutters, and exterior trim.

Lots in the 36-acre Morningview project average 50 x 120 feet and every precaution is taken to retain trees and the natural beauty of the landscape. Residents are provided with paved streets, curbs, and sidewalks. The project is laid out with curved streets and cul-de-sacs to give a more pleasant appearance and slow traffic.

Slab Construction

A major cost-saving feature of Heslop homes is slab construction — and the company spent two years developing the most efficient way to do the job. The result, company officials say, is that there hasn't been a complaint of dampness or poor heating out of 1,000 basementless houses built.

The foundation for each home is carried below the frost line, about 3½ feet, and the rough plumbing — cast iron soil pipe and Crane copper pipe — installed. Concrete block is laid on concrete footings and the entire area filled to the subgrade with wash sand and gravel (no dirt). Over this is laid a Sisalkraft blanket as a moisture and vapor barrier, then a Fiberglas insulating board to prevent the cold of the exposed part of the foundation from penetrating the slab. On top of this is placed a six-inch rod mesh and four inches of concrete. The slab rests on a center wall locked partition.

Skilled Promotion

To sell 25 houses and attract 5,000 people on Morningview's opening day, an intensive, hard-hitting promotion plan was used by Heslop. Twenty-six radio spot announcements, divided between Akron's two major radio stations, were broadcast on Friday, Saturday, and Sunday, the day of opening. A full-page newspaper ad describing the homes in detail appeared in an Akron newspaper, and a 910-line ad was published in a Cleveland newspaper, since 10% of Heslop's previous buyers work in Cleveland.

An attractively-furnished demonstration house, complete down to silverware on the dining table, was open for visitors. Four salesmen were on hand to point out features, distribute folders, answer questions, and sing up buyers. The folders given visitors told the complete story of the homes, including financing arrangements, construction details, brands of products used. Since the opening day, the demonstration house has been kept open from 3 to 8 p.m., one salesman always being on hand.

To fulfill its average annual construction volume of \$3 million this year, the Heslop company will complete 154 homes in Morningview, 50 two-family duplexes, and three experimental brick houses.

Building Duplexes

The two-story brick veneer duplexes have a similar floor plan to the single-family homes with the exception that the second floor is finished into two bedrooms on each side. The duplexes also are

(Please turn to page 31)



Heslop is now completing 50 brick veneer duplexes under a special provision of Title II. The units, each with two bedrooms and equipped with all appliances, are managed by Heslop. Plan is similar to company's single-family units



This 608 project is typical of Heslop's activities, in which one department feeds another. The company built the apartments, renting for \$95 a month, and manages and maintains them through their management department



To keep costs in line, Heslop continually experiments with new construction methods. Now underway are three single-constructed masonry houses which the company feels it can build as cheaply as the same plan in frame



Are Your Salesmen the Sit-and-Wait Type?

WANTED...

SALES INITIATIVE

By EARL B. TECKEMEYER,
Realtor
Indianapolis, Indiana

Days of the ad-running, sign-hanging, waiting-and-hoping salesmen are nearing an end. Those who will stick to the ribs in the real estate market will be those who have an honestly-priced product and who have the initiative to get out and sell it without first depending on "crutches." The author tells how to do that job — a "must" to pass on to your sales staff to meet competitive conditions

DON'T do anything until you see me" is the way the telegram read. It had been received by the editor of a paper who had advertised for a new office boy. The lad who sent it arrived a bit late and saw a line of 50 kids waiting to be interviewed. Surely he would have lost out and the job would have been taken before they got to him. So he sent the above wire and wound it up by saying, "I'm the last kid in line." Of course, he got the job. He was enterprising, alert, and willing to use his brains instead of adopting the orthodox, accepted, typical method of seeking the job. He just didn't wait his turn; he "took off," so to speak, and won.

The lush market we real estate people have been operating in for the past few years has dulled our sense to such an extent that we almost have forgotten how to do the unusual, the new and different and deal-winning thing. We list the property (too often at what the owner says he wants instead of what our skill and experience tells us it's worth), hang up the sign, write and run the ad, and then the waiting-and-hoping period begins. And, sadly, we are prone

to pan off such low-operating as merchandising.

Unfortunately, until very recently, that type of operation sufficed. Sales resulted. I started to say it produced sales, but that isn't true at all. Sales only resulted because the market for our product was such that almost everything we did, good, bad, or indifferent, resulted in a commission. The track is going to be cleared a little. The slow runners, the sign-hanging, ad-running-and-waiting fellows are slowly or quickly finding out that, after all, their methods weren't methods at all but merely catch-as-catch-can devices which temporarily fetched a new sale now and then.

Everywhere I go to visit or speak or investigate, almost the first question asked is: "How much do you spend for advertising?" Know why that is? Because it is costing so much and my listeners know it and haven't thought up what to do about it. It apparently has never occurred to them that they could go to work.

When I answer that my advertising averages about \$15 per month they practically expire and either mentally scoff at such an

impossibility or decide that the speaker really isn't doing a great deal of business after all. One just couldn't on a budget like that. Well, I'm the first to admit that advertising is the broker's greatest asset; he couldn't get along without it. T-bone steak is also wonderful but one doesn't eat it three times a day six days a week and rely only upon steak for sustenance. I am convinced that more of the broker's real potential earnings are squandered on unnecessary advertising than in any other direction. I'll tell you why I think that.

The property is listed and first off, as I said before, the sign is hung, the ad written, and the waiting period started. If the telephone doesn't ring presently, what then? ("It's a dull market, people 'ain't' buying, financing is tough, the house isn't priced right, that's a punk neighborhood anyway and besides, it's vacation time and the calls won't come in until people get back home." You think up the rest.)

It is my honest belief that the advertising should come *third* in the list of things to do when the selling process starts. It shouldn't

be first or even second. It's the aid to call in after you have exerted all your other abilities — the less expensive ones — in the selling process.

The first step in the selling process, of course, comes with getting the property listed. Right there you are beginning to sell it and if you can't list it at what your experience and conscience and skill tell you is a fair price for buyer and seller — a price at which it will sell on the current market — back off and let the other fellow have it. That may be trite and you may lose a sale now and then because of it, but try it out. The ease and economy with which you make the transactions you *do* make will more than compensate for the ones you missed. These would have taken half your commission to advertise and sell anyway, even if you finally put it across at a reduced price (your original honest price) after three months of effort. So that's the first thing to do.

Next just sit down and think about the property for 24 hours. Think who would want it and for what. Think about who you can get to in the area — people you know and have dealt with previously, businessmen, merchants, and others who might know of a prospective buyer or may be one themselves. Think. That's all.

When you sit and contemplate and think and stew about it a little, chances are you'll be able to reach someone who otherwise would have to *reach you* by reading an ad which you might eventually run. But that ad will cost money. It is designed, as I see it, to reach those people whom you might otherwise reach. Don't waste that time and money reaching people whom you can reach by simpler, more direct, and far less expensive methods. Yes, just think about it a little while before all the artificial substitutes for real enterprise and work are brought into play.

I like to drive or walk around my town thinking that I am constantly passing real estate that needs a darned good selling. I know I spend too much time, as do many others, trying to induce owners to list their property when, before my very eyes, is parcel after parcel of real estate which needs to be sold. Dig into them, find out who owns them, why they are holding them.

Shouldn't they be sold for use on some higher and better level? You'll be amazed at what the owners will have to say. One thing is you will be the first fellow in months or years who has thought about their property enough to even suggest any further or different use for it. This applies especially to business properties, large and small, and residential property subject to and ripe for conversion.

After you have really thought it through — honestly and dutifully — then is the time to start with the ads, the sales brochure, the sales kit. And that brings up a point I don't want to overlook. It applies especially to brokerage but also to appraising. We get so confounded wrapped up in being certain we have followed the correct procedure, and that we are properly and fully equipped that we are in danger of missing the real goal. We're not able to see through the maze of detail, equipment, procedure, and rigamarole which can easily engulf a person who takes all the courses, listens to all the speeches, reads all the articles and tries to use all of it in his business. Often I think we MAI's find it difficult to keep our minds on the real problem — the value of the property — when we devote so much time and skill and attention to charts, tables, statistics, and preparation in proper form of the appraisal report.

On his way to an appraisal job, the author stopped for a traffic light, spotted two vacant lots adjoining a run-down business property. He jumped right out of his car, rushed in and suggested the tenant of the property buy the lots. Then, without aid of sales bric-a-brac, he took a stub pencil and a piece of old paper and wrote out the offer to purchase and the acceptance shown here. Moral: You don't need paraphernalia to make a sale

And the same thing is true of the broker.

Not long ago on a rainy day I was driving through a middle class German and Irish district in our town on my way to make some appraisals. A traffic light, turning red, forced me to stop at a corner on which was located an old-time tavern run by an Irishman named Cunningham. I knew him fairly well and did not need an introduction.

Next to his tavern were two vacant lots — 80 feet of vacant land — from which the old houses had been removed after a fire. I sat there thinking (remember) until the car in the rear honked at me to move on. I moved only a few feet, stopped, ran through the rain into the tavern and found Cunningham listening to the Republi-

(Please turn to page 41)

July 1-52
To Ed Cunningham
I will give
\$6000.00 for the
2 lots adjacent to
the property at 1413
1413 1/2 Street, L
which is the same
as the 1944 and
1945 year books
have listed as 15th St. L
Ed Cunningham

I will accept this providing buyer pays the taxes due in 1953. The price is \$6,500.00 but I'll take \$6,000.00 if he pays the taxes. This is good until the 1st of July, 1953.
at noon.
Jwbprichers
I will give \$6,000.00 cash and pay the taxes beginning with the ones due in May 1953. Owner to furnish abstract and clear title as soon as possible.
Ed Cunningham
I accept the above and will pay Tockmeyer \$300.00 commission when this deal is closed. Signed July 8th 1953.
Jwbprichers

ONE cool morning on a silver clear lake in Northern Minnesota, I pulled in a five and a half-pound black bass after a struggle accompanied by the thrills all fishermen know. With my friend and host I proudly brought it back to the cabin and put it in a large pan of water. After that no one made a move to clean and cook it, for that was a detail no one particularly relished. In time we

The dictionary defines "Detail" as "A minor part essential to the completeness and finish of a work, yet secondary and accessory." So I ask, if it isn't complete and finished, what's it good for? Like a fine automobile without gasoline, just a detail omitted but where will it get you? Like a machine gun in an emergency, filled with ammunition which the girl on the assembly line neglected to fill with

In my opinion, fully half of the effort expended by top executives might be classified as detail, for without that they would have no system and would be fluttering around like chickens with their heads off, and further, all the details of the organization are finally channeled up to the top through various subordinates. And if they oversee all these details from top level they are still essentially detail men. The president of the Goodrich Company is not out selling tires in a filling station, the president of Sears Roebuck isn't on the floor selling merchandise, Eisenhower wasn't on the front line shooting a gun. All these executives are seeing to it that everything is being done for these people on the front line so they'll have ammunition and merchandise — if that isn't detail, what is it?

Salesmen hate detail and yet if they neglect it too much they become failures and eventually are catalogued as "irresponsible" and I have seen some of the finest salesmen defeated on this one score. Many sales are lost because the salesman forgot to bring some necessary equipment at the last moment. Others have lost money and position resulting from lawsuits based on misrepresentation, simply because the salesman was careless about the details of his product. One of my pet sayings for years has been "A detail is not important unless it's neglected." My sincere belief is that a person who avoids details or neglects them is just plain lazy. Sure, it's fun to sit behind a desk and be the big business man or take customers to lunch or to call in your subordinates and show off in front of them, but if, as an executive, you have failed to develop proper systems for your operation you are a sham and a figure-head and you're destined for a fall, for laziness begets more laziness and you'll be found out eventually.

Don't discount "DETAILS" — better remember that far from being least important, they are so important they become a challenge to your character, ability, and integrity. If you can't be a detail man you can't be a good executive; you must take the bitter with the sweet and if you succeed in doing this you'll learn to like it, for it is an acquired taste and a compliment to your ego. It bespeaks a job well-done and denotes a well rounded business man.

WATCH THOSE IMPORTANT DETAILS!

By WILLIAM J. CRAWFORD

Hamilton-Crawford

Realtors-Developers

Kansas City, Missouri

Details can be unpleasant and distasteful. But they cannot be overlooked. They are so important that your ability to handle them is a prerequisite to your success as a real estate executive. As our author puts it, "A detail is not important unless it's neglected."

were forced to dispose of it, for it was not edible.

After all these years the memory of that fiasco still haunts me and I realize now that it takes a lot of growing-up to reach the stage where you take the drudgery and responsibility of details in your stride in order to accomplish anything really worthwhile.

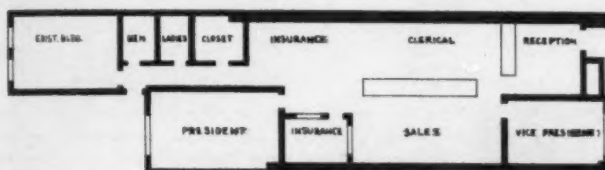
In my experience I have known so many who have ambition and ability, who want to be president of the company or the salesmanager or any type of executive, but who shy away from what they call details. It appears to me that what they actually want is to be a big shot, to sit around in conferences, meet customers, make speeches, but to have nothing to do with the real work, which is not glamorous but oh, so important. Consequently they classify all this as "Detail" and belittle it.

gun powder — just a detail, but somebody gets killed as a result. It's the details that are "essential to the completeness and finish of a work" and they shouldn't be forgotten.

I knew an executive who had no use for details or system, for he thought they were pointless, yet I have seen him waste days looking for an important paper which could have been filed in his desk drawer in three seconds and immediately available. It must be realized that any successful organization has been built upon details, for all its filing, company policies, educational programs, product data, contracts, yes, everything of any importance remains important only if it is usable to the personnel, and to be so it must be available — and it's the details of organization which make it available.



Front of the Barnard office is faced with red brick, trimmed with Indiana limestone. Recessed entrance is enhanced by a brick planter box. Framed window on left adds interest. Building is 23½ feet wide



NEEDED new offices, the Barnard Corporation, realtors of Green Bay, Wisconsin, decided to build its own. Careful planning resulted in a one-story, 72 x 23 foot building that might be considered something of a model for firms with somewhat the same needs.

"We tried to make the building as functional as possible," said Vice President Michael J. Barnard as the firm moved into its new quarters. "We also tried to use the most lasting materials we could find and the most modern equipment available."

The building is in the center of the business district, next door to one of Barnard's office buildings. The outside of the new structure is of red brick, trimmed with Indiana limestone. The firm name is displayed in sharp, dignified gilt lettering over the doorway.

Inside, a visitor finds the waiting room small, smart, and simple. It is furnished with armchair and davenport, reading tables, lamp, ash trays, and magazines. The reception counter, directly ahead, is met at a right angle by another counter in an arrangement that corrals the clerical department. Counters are covered with wood-grained Formica. Below these are filing cabinets.

The sales department occupies the left side of the room. There is no physical division between it and the clerical department, but

a distinction is emphasized by different types of wall covering. The clerical department is finished with prima-vera Flexwood, sales department with Belgrave square sculptured wall covering. Woodwork is Philippine mahogany. Floors are rubber tile.

At the rear of the long, general-office room, is the insurance department, behind which is the president's office. The latter is paneled in wild black cherry from Door County, Wisconsin. There are also two other private offices (one at the front of the building next to the waiting room), a cloak room, wash rooms, and a map room that is also used for conferences and sales meetings.

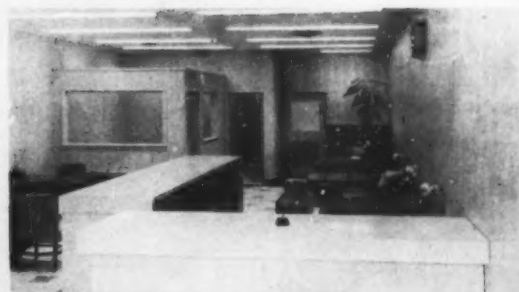
The building is completely air-conditioned, using a Trane five-ton, year-round air-conditioning and heating coil. A General Electric gas-fired boiler supplies radiant heat in a Byers wrought-iron pipe system installed in the floor. This is augmented by hot air from ceiling outlets.

The lighting system consists of Guth eight-foot fluorescent recessed troffers that furnish more than 50 foot-candles on all working surfaces. Square recessed incandescent fixtures are by Kirlin. Plumbing is by American-Standard.

Ceilings are acoustical throughout. The three private offices are carpeted; the front one is paneled in ¾-inch mahogany.

SIMPLE BUT SMART

This Green Bay real estate company wanted the most efficient office possible and started planning from scratch. Here is the pleasing result



Formica counter tops provide smart-looking work surfaces, hide filing cabinets beneath. Salesmen's desks are along wall



Modern motif is carried inside president's office with wild black cherry paneling in random sizes. Note the uniform lighting



Reception area is comfortably furnished with arm chair, sofa. Lamp tables and reading matter are conveniently at hand

Sales clinchers for your houses

Today's selective buyers demand "extras," but such features needn't be costly to be effective sales clinchers



In this model home a main attraction is an inexpensive, slender table which bridges the space between wall and range. The wallpaper has a plastic spray-on finish for protection against kitchen stains

A white Dutch door with "L" hinges forms attractive entrance for this ranch-type home. Light is admitted through sidelight which unusually deep reveals for decorative purpose





Here's an eye-appealing way to offer more privacy between living and dining area. These mobile bookcases swing open by means of concealed casters under the bottom sections. Doors open and fold flat against back of the bookcases



This compact kitchen is separated from the dining area by a serving counter and bamboo curtain. Note uninterrupted expanse of plastic-topped counters, tiled walls

Deriving maximum income from rental property calls for positive, creative management techniques and a knowledge of how to put space to its best use. Successful managers must use these techniques and know thoroughly every phase of their profession from negotiating leases to selecting materials for modernization and maintenance

By A. T. BECKWITH, CPM

MEETING TODAY'S MANAGEMENT PROBLEMS

THE property manager has a very big job on his hands. There are literally hundreds of problems he must cope with. His success, obviously, depends to a large extent on experience. But, in learning from experience, the wise man consolidates that of others with his own.

Creative management requires that you keep your sights on the highest and best use of the location rather than on increasing income merely by raising the present tenant's rent. Traffic counts and other surveys are necessary to determine that highest and best use.

For example, analysis of a lease showed that a 40-room hotel was paying 96 cents a square foot. Study showed that, by spending a reasonably small amount, the owner could convert the space to office use which would bring from \$1.50 to \$2.00 a square foot. If the manager had been thinking only in terms of whether he could raise the hotel's rent 5% or 10%, he would have completely overlooked the chance to almost double the income from the building.

Take, for another example, the case of a large building tenanted mostly by shops. It was found that business could be effectively increased if the amount of walking traffic could be built up a bit. This was done by leasing space to tenants who could do a large-volume business in low-price articles. The result was better busi-

ness for everybody — and higher rents.

Positive Management

By *positive management* we mean a policy of making definite recommendations to the owner in regard to such matters as leases, modernization, remodeling. Such recommendations should, of course, include all facts and figures necessary to arrive at a decision, but in every case you should make a positive recommendation. In other words, take a stand. Don't take the attitude that it's up to the owner to make a decision. In reality, you have already made the decision and are merely asking the owner's approval.

Rent Schedule

The rent schedule should show the area of the place in square feet — if tenants are mostly stores, in front feet. Then it should show front-foot rate per year, square-foot rate per year, and annual rental. It should be adhered to as closely as possible for the reason that it should, when established, take into account the differential in value between offices on one floor and also the differential between floors.

Once the basic rate is set in the building, the differential should be maintained definitely, and the schedule adjusted upward or downward strictly on a percentage basis. This will avoid creating inequalities in the building as has often happened where this method

had not been adhered to in the past.

The rent roll at all times should list the tenant, the space occupied, the amount of annual rental, or monthly rental, the rate per square foot or front foot, and the lease expiration date. This would always show the current income status of the property. If there are vacancies they should be deducted from the total potential income to show current income contracted for. Due to leases expiring from time to time, it will often be found that the rent roll in total annual rent dollars, will lag behind the rent schedule.

Quite often when a lease starts on the 15th or 16th or whatever the middle of the month's date might be, it is advisable to adjust the first period and prorate it, and then set up all rent payment dates to be due on the first of each month thereafter. If a collection form is used wherein a notice is sent the tenant by the 10th, and possibly the 15th or possibly the 20th of the month, then all tenants will be on the same basis, and it will simplify and make your collections system uniform.

Tenant Obligation

When a tenant is delinquent in his rent payment, the manager should not apologize when reminding him. Take a friendly but firm stand and remind him that his obligation has been neglected. He has failed to keep a promise which may affect his credit standing.

If necessary, he should obtain a loan to meet his payments on time and not attempt to force the owner to loan money to him without interest.

Require a statement of tenant's business by months, for the past 24 months, properly acknowledged by a notary. Usually this will end the tenant's demands for a rent reduction. If a statement is furnished it may be advisable to reduce on a month-to-month basis, or it may be best to cancel lease and get a new tenant.

Use Salesmanship in Leasing

When leasing office space, don't turn a prospect loose in the building and tell him to inspect 20 offices on three floors and take his choice. Each time a tenant sees another vacant room the rental rate goes down a dollar or two in his mind — about the time he comes back up to your office, he practically wants the space given to him. On the other hand, when the tenant inquires about the space in an office building, learn his name, the nature of his business, the amount of space he requires, the sort of location he wants, and the rent he expects to pay. Outline on a rental floor plan the most suitable area you have available, quote him a rate on a one-, two-, or three-year lease (or possibly longer). Then show the prospect that space only.

Everyone in every walk of life is interested in obtaining a true bargain. Some have learned that bargains are not always true but there is still that human desire to get the most for our money. This is quite important to recognize in the thinking of a tenant. If an owner sets a price of \$4,200 per year for a store, and the tenant offers to pay only \$3,000, this does not necessarily mean that \$3,000 is all the tenant will or can pay; it merely means that he is pursuing his desire to obtain a bargain. This is a delicate part of negotiating either with a new tenant or an old tenant. If the tenant can obtain a similar location for \$3,000 per year, in all probability you will lose him unless you are willing to cut your rate to \$3,000. On the other hand if your information has been accurate regarding other locations that are as good, you can probably get \$4,200 and you should stick to your guns.

How Much Can a Tenant Pay?

The only time a tenant pays as much as he can afford is when

there is a scarcity of locations in the area he desires. As an example, suppose a certain store is priced at \$10,000 a year and the tenant can't duplicate it in the same area for less than that amount. If his total sales are \$100,000 a year, he would be paying 10% of his gross. In all probability, this is the very maximum he can afford to pay and he'll never pay one dime more.

If he were able to obtain the store at \$5,000 a year, however (and similar stores were also available at that price), he would be paying only 5% of his gross. If he were pushed, he would accept rent increases — perhaps even up to \$10,000.

Sometimes a tenant who could afford to pay as much as 6% of his gross will be paying only 2%. But it will never be possible to get him up to 6% because he may be able to lease a store nearby for half that much.

These elementary examples make it clear that to be a successful property manager you must be familiar with current rentals in all sections of the city.

This is an obvious pitfall, yet many leases are not specific enough to prevent tenant squabbles as a result of one tenant handling the same line as another.

Avoid Exclusives

When an exclusive type of sale is given to any tenant, it creates restrictions that may be harmful to the owner and might even draw him into a law suit. The same thing will be accomplished by proper management and leasing which does not permit competitive lines to go in.

An option to renew for five years at a specified rate is a bonafide option which a tenant may exercise, but which may completely prevent the owner from planning the leasing of his space in the future. Occasionally a situation arises where the owner may have a far better prospect to take over more space, and he may have to pay thousands of dollars to cancel an option. Other types of options which merely say that the tenant may renew for a five-year term at a rental rate that is mutually agreeable between lessor and lessee are also objectionable since lessee may force lessor to accept a low rental.

In all instances where tentative commitments are made for leasing or improvements to property managed by an agent, the agent

should always state that this proposal will be presented to the owner and it will, of course, be subject to the owner's approval.

If tenants are allowed to install a certain type of awning or signs or make some minor structural improvement in the building, a letter of authority given by the agent can well be prefaced: "Without prejudice to the rights of the Lessor —" This confines the permission to the request at hand and would help to protect the owner's interest if such permission later resulted in a controversy that might go into the courts.

Value of Signs

The manager, usually busy with hundreds of details, may occasionally overlook the advantage and absolute necessity of getting a "For Rent" sign in a store at the proper time. Lease forms usually provide for posting a sign 30 days prior to the expiration. No time should be lost getting this rent sign up. Advertising of various forms, of course, should be employed, but no manager should overlook the value of the "For Rent" sign in a show window. Prospective tenants often cruise around a business area looking for a location in that particular district — naturally, the store which has a sign in it will catch their eye first, and this may immediately lead to a satisfactory lease.

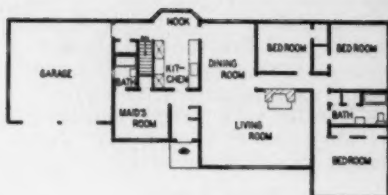
More House

(Continued from page 23)

fully-equipped with appliances and rent for \$97.50 per month for 4½ rooms of 900 square feet. The units, which are being built under a special provision of Title II, can be heated for less than \$50 a year.

Heslop now has three experimental single-constructed masonry houses underway similar in floor plan to the Morningview houses. Brick for these homes is approximately 12 inches long, six inches wide, and two inches thick, nearly twice as long and two inches wider than standard brick. On the inside of the walls, specially-developed furring clips are imbedded in the brick to hold 2 x 2 supports for the lath and plaster. These replace the standard 2 x 4's. This makes the width of the wall eight inches. Jack Heslop believes these houses can be built for the same cost as frame houses and will provide a wall every bit as strong as conventional construction.

Homes Our Readers Are Building



• IN NEBRASKA

Realtor-Builder Dillon features abundant living space, quality products in his Fairacres Addition



Windsor real estate builder achieves economy by using identical units, professional color styling



• IN ONTARIO



WINDSOR'S newest garden-type apartments feature 5½ rooms with 850 square feet of living space for \$90 per month. Built and owned by the Eccleston Construction Company, the Riverside Manor project has 96 apartment units in 24 buildings. All units are identical. Several of the buildings are grouped into two's and three's with a common wall between, but are staggered to provide cross-ventilation and add interest to the appearance.

Featuring Colonial architecture on the exterior, the interiors are styled by a professional color stylist. The schemes were selected with one eye on color harmony and the other on economy. The stylist laid out the overall color plan, selected the colors for each apartment unit and building, then repeated the scheme for each building. Thus each apartment has a different color scheme from its neighbors in any one building.

The apartments are equipped with modern appliances. The kitchens have custom-built cabinets, Hudson gas stoves, and Servel refrigerators. Each apartment is heated by cabinet-type Chatco hot water convectors running from automatic heating units in the basements. Controlled by outside thermostats, the heating units are oil-fired, and receive their oil supply from 2,000-gallon exterior storage tanks. Each floor has a garbage disposal unit, and each building is equipped with a Decaire incinerator. Kitchens are ventilated with Fasco fans. The full basements have laundry tubs available for tenants' use. Each building gets hot water from its own 75-gallon heater.

The buildings are located around the periphery of a nine-acre plot in a figure eight arrangement. The center of each loop is left clear for sidewalks, landscaping, and exterior lighting. There are no garages, but roads running along each side of the project are used for tenant parking. Telephone lines were installed underground to preserve the appearance of the setting. Adequate outdoor lighting is provided by attractive lighting standards.

FULL bath
ize the
Fairacres
the \$25
coopera
in the
Start
came
"Hotpo
teamed
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FULLY-EQUIPPED electric kitchens, plenty of bathrooms and closets, and large rooms characterize the houses in Realtor-Builder R. W. Dillon's Fairacres Addition in Omaha. Offering homes in the \$25,000 to \$36,500 price class, Dillon staged a cooperative promotional drive to start sales rolling in the 255-lot project.

Started last fall, the first house in the project became Dillon's first demonstration house. It was a "Hotpoint House of the 50's" in which Dillon teamed up with manufacturer, distributor, and supplier for intensive merchandising campaign. To attract prospects, Dillon used newspaper and radio advertising, and on-the-spot telecasts from the house during the 10-day opening. Estimated potential TV audience was 300,000. Each of the 15,000 people who turned out for the opening paid 25c admission. Proceeds were given to a local children's hospital.

Overall dimensions of the demonstration house are about 78 x 36 feet, including a two-car garage. Featuring two levels in the rear and one in front, the house is built on a 125 x 165 sloping lot. In addition to four bedrooms and spacious living and dining rooms, there are two baths and a recreation room. During the opening the house was fully furnished.

To achieve quality and add salability to his houses, Dillon uses well-known products and equipment.

The kitchen is equipped with steel cabinets, stove, refrigerator, and electric sink with dishwasher and garbage disposer, all Hotpoint products. Counter tops are Formica. The large basement utility room is equipped with a Hotpoint washer, dryer, ironer, and a home freezer. He uses Disbrow birch slab doors and both Disbrow and Andersen windows, Schlage hardware, General Electric furnaces, Eljer bathroom fixtures, Hotpoint water heaters, Bruce flooring, Johns-Manville roofing, and Crawford garage doors. For an added attention-getter in his demonstration house, Dillon equipped it with low-voltage remote control wiring plus an intercom system.

Dillon used this house as a yardstick to gauge what features prospects liked most about the house. The completely-equipped kitchen and laundry topped the list, with remote control wiring and valance lighting coming up second and third.

The original tract posed special land planning problems. A lake on the property had to be filled and several hills leveled. In all 350,000 yards of dirt were moved. Residential areas surrounding the tract are fully developed making the Fairacres Addition convenient to transportation, shopping, and schools. Property values are protected by restrictive covenants, architectural supervision, and city zoning regulations.

The father builds them, the son designs and sells them in a unique father-son realtor-builder team

REALTOR-BUILDER teams don't always come in large packages. In Rochester a two-man father-son team operates two companies — building and real estate — and this season is constructing 39 houses in the \$9,850 to \$12,000 price range.

The father, Thomas Plantone, a mason by trade, has been building homes since 1924. He heads Thomas Plantone & Sons, Inc. Cosmo, the son, operates the Ridge Real Estate Company which handles the sale of the properties. Having received architectural training, Cosmo designs the houses his father builds in addition to selling them. Thus Cosmo can talk quality construction from the ground up.

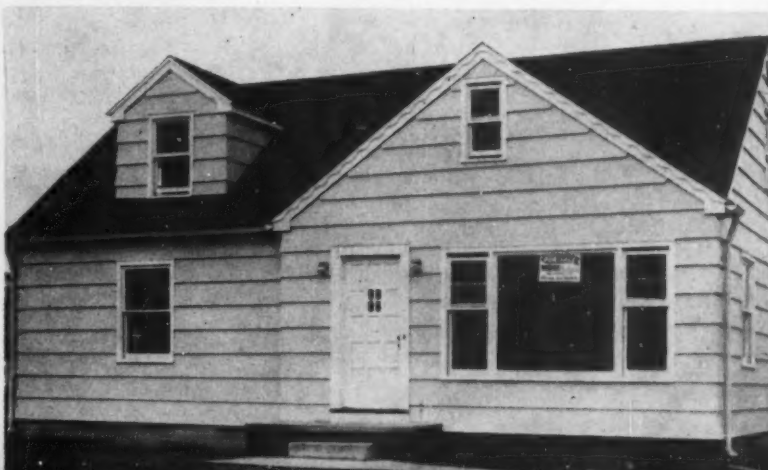
Most of Plantone's "Heart's Desire Homes" are one and one-half stories in size with an expansion attic. The more expensive models have full-size second stories. A typical floor plan of a smaller model is illustrated here along with one of his typical houses. Two bedrooms, bath, kitchen, stairwell, living room and two dining areas are all efficiently arranged in a 24 x 32 foot space.

The homes have full basements, and are fully plastered and insulated. They have automatic gas heat and water heaters. Kitchens feature Armstrong linoleum floors and natural birch cupboards. Modern-fold doors are used on closets to make maximum use of space. Ceramic tile baths help to further point up quality construction. Cosmo uses several variations of the same floor plan to achieve variety.

He makes extensive use of newspaper display advertising. Local papers give him editorial support with news articles about the father-son team.



• IN NEW YORK



TRULY, one of the perplexities of our age is our inefficient system of real property taxation.

The whole structure is weakened by unrealistic thinking. It is based on a value concept of sorts, commonly known as "assessed valuation," which comes into being via an assessor's appraisal and which more often than not is ludicrously inaccurate. This assessed value is usually carried over from one year to the next. Its

job: much is asked and little is given. And, as always in such situations, the quid tries to find the level of the quo and there you are.

Would higher standards of competence and better remuneration tend to correct this condition? Probably not in any appreciable degree. The job is just about an impossibility to begin with; so a degree of competence, more or less, is not going to have any de-

to the ash can and tax rates applied, instead, to insurable values. Very few properties lack an expression of insurable value and the missing ones could readily be ascertained. True, there is a tendency to hold insurable values high — and certainly much higher than assessed values — but the tax rates could allow for that. There would at least be uniformity of approach and political considerations would be removed from the appraisals. The replacement-cost element would enter into it and older structures would perhaps have to carry a proportionately higher burden than new ones in view of that fact, but this should be a stimulus to new construction. A sliding scale could perhaps be applied on the age factor as a sort of equalizer, somewhat like this:

Age of Structure	Tax Base
up to 10 years ..	100% of insurable value
10 to 20 years ..	80% of insurable value
20 to 30 years ..	60% of insurable value
over 30 years ..	50% of insurable value

TAX FACTS

By BERT V. TORNBORGH, CPA

change depends on: 1) whether the property owner takes the trouble to protest during the grievance period; 2) whether the assessors take the trouble to re-appraise frequently or find it more convenient to merely copy over the previous figures; 3) competence of assessors to arrive at reasonable valuations; 4) status of property owner's politics and the number of votes in his family.

In suburban areas this quaint approach to taxation often means that the old-timers will have relatively low assessed valuations while newcomers to the community will be burdened with proportionately higher valuations until they "establish" themselves. Properties such as those of railroads or municipal water reservoir systems, not belonging to local voters, get it in the neck, of course.

In cities the approach is generally a bit different. Despite known and glaring inequities, many property owners merely take it on the chin and come back for more. The fighters and the ones with "connections" go to work on the problem of getting their particular assessed values reduced. Their success usually depends less on *what* they know than on *whom* they know.

It is a fact that assessors are often political appointees who aren't necessarily qualified for their jobs. True, being an assessor is not a particularly rewarding

cisive influence in the matter.

It is a further fact that the real property tax laws, as administered, are grossly inequitable in their application, as already brought out. There is the new \$30,000 summer home of the city feller on the hilltop, assessed for \$15,000, while the \$100,000 new drug plant is assessed for only \$10,000. Sure, the latter brings payrolls and new voters to town, while the former does neither. That's fine. But we are not talking about indirect and unauthorized subsidizing of new industries but about *equitable taxation*. Let there be equity first, and let the town fathers *then*, if they like, donate plant sites or take other steps to encourage local industry, but let it be done in the open and not via jockeying of the assessment rolls.

If home-owning and home-building are to continue to prosper (as well as the creation of commercial and industrial centers) they require *calculable* factors, *known* risks, and *clear outlook*. In the present real property tax fog, ceiling zero, even instruments aren't enough. What we need is something *new*!

Proposed remedies have been many and varied, and sometimes as weird as the malady itself.

For example, the whole assessing approach might be tossed in-

This would at least put a lesser evil where a larger one had been, and that's about as much as could be said for the suggestion. If the ad valorem approach is unacceptable, then the substitution of insurance values for politically assessed values is not enough and we come to consideration of the *income* base for taxing real property.

Here again we have had much wishful thinking about various bases of past earnings versus various concepts of future earnings and intricate formulae for capitalizing these earnings. Stripping the problem to its essentials it does not seem that past earnings could have any relationship, per se, to current taxation and as for future earnings — well, let's leave that to the crystal gazers and not get taxation mixed up with it. Current taxation should be based on current earnings, uniformly, and without deviation. Earnings might well be defined as earnings for income tax purposes, to avoid needless confusion and complications. Rented homes could be registered as such and serve as a basis for comparison in establishing a tax base for owner-occupied homes which have no "income" in the accepted sense. We would get back into the lamented assessing technique here, on a small scale, but it would seem much easier to arrive at equitable estimates than with the old system.

Put Your Display Windows to Work

An attention-getting window display can do an effective job of institutional advertising for you. It need not be related to real estate, but your firm's message should be tied in cleverly with it.

MOST real estate offices have street-level window space that can be used for attention-getting exhibits. These need have little or no direct relationship to real estate. But, judiciously combined with a message from your firm, displays can be wonderfully effective institutional advertising.

For example, an ingenious idea was hit upon by Mr. and Mrs. Orson Packham, owners of an enterprising young firm in Blackfoot, Idaho.

"It all started," says Mrs. Packham, "when one of our residents brought in a few flint arrowheads and we thought it would be nice to let others see them."

The Packhams put the arrowheads into their window and were so surprised by the great amount of attention they drew that they decided to exhibit the work and collections of other local hobbyists. The displays which followed included exhibits of textile painting, paintings of horses, tooled leather, figurines dressed to represent figures from famous novels and plays, fossils gathered in the area, heirloom dishes, and so on. To date, some two dozen hobbyists have had displays and have created so much interest that the Packham windows have be-



Cushman & Wakefield, Inc., New York, pioneered with an art exhibit, tying in modern water colors of old New York landmarks with a broad policy of the permanence of real estate investment

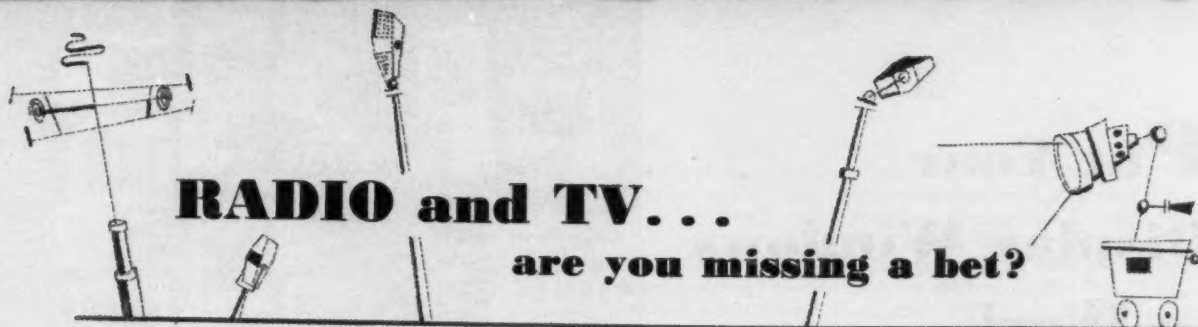
come a show place.

Jumping from Blackfoot to Manhattan, we find a metropolitan firm capitalizing on a somewhat similar plan. Cushman and Wakefield, New York brokerage and management firm that has long given much attention to crowd-collecting window displays, recently sponsored an art show in its front window on Madison Avenue and 40th Street. Water colors depicting old Manhattan houses, painted by Lola Kovener, were exhibited with such success that the display was borrowed by a Fifth Avenue department store.

Sidewalk art critics were pleased with fully documented captions beside each picture which gave the location of the houses and pertinent historical data. The institutional message was presented in two window cards. One of these read in part, "These old houses attest the permanence of real estate investment, a field in which Cushman & Wakefield, Inc., has excelled since 1917." The other card offered something of a contrast to the old houses in the paintings; it showed photos of 30 modern buildings for which the firm was either managing or renting agent, and was titled "Landmarks of Tomorrow."

In Blackfoot, Idaho, the Packhams display work of hobbyists. Each hobby is displayed for several weeks, then is replaced





Radio and television advertising can be effective. But, because of their expense, they must be planned wisely and spotted at the right times. Here are examples of how real estate and building organizations are using these two advertising mediums, the cost incurred, and the results they get

RADIO GETS RESULTS

By JOSEPH A. LENN

RADIO can be used by real estate and building organizations to reach four basic objectives: 1) to get listings; 2) to sell property; 3) to attract buyers in large numbers to developments; 4) to keep the name of a firm constantly before the public.

With wisely-planned advertising, these objectives can be achieved at a low cost. On many stations a thousand homes can be penetrated at a cost of a few cents. Radio is a particularly effective medium because it can reach a tremendous audience with a personalized approach. The flexibility and persuasive qualities of the human voice give it a definite advantage over many other forms of advertising.

The alert executives who have used radio have generally met with a great deal of success. Let's take some examples.

Joe Siegler, one of Cleveland's oldest home builders, used announcements and "on-the-scene" interviews via radio, at a total cost of \$600. This resulted in the sale of eighty homes, which brought him \$880,000.

Dennis Flournoy, a real estate company of Tulsa, Oklahoma, has been using radio consistently since May of 1946, six days a week. This organization purchased time originally to get listings. So many listings were procured as a result of the radio program that the firm then used the program to sell the homes listed. Flournoy Real Estate Company states that the program has made its name outstanding in and around the Tulsa area.

An air campaign, in Eureka, California, broke all existing real estate records for that area. The advertiser was the Blakeslee-Spierung Company. Erection of the first in a new group of B-S homes was announced ten times daily, plus a twice-daily sponsorship of Fulton Lewis, Jr., (approximate cost: \$200 to \$300 total per week). House No. 1 was completed in one week. The first day after completion, 8,500 people visited the home. Sales followed the visits. The box score: 21 homes were sold in the first three days, with KIEM the only advertising medium used. At the end of the first two weeks, 47 homes had been sold. At the end of the third week, sales reached 85. The end of the month smashed the area record with 105 homes sold — nearly a million dollars' worth.

The Shepherd Realty Company, of Louisville, as

LEADS FROM THIN AIR

By PAUL VANDERVOORT II

GOOD leads are often costly and hard to come by, but real estate operators can literally pull them from "thin air," if they follow the system of Dean Simmons, head of a Los Angeles advertising agency specializing in radio and TV real estate advertising.

According to Simmons, most important features of a good campaign are proper selection of time and station, descriptive copy and a budget large enough to sustain programs on a regular basis.

He has found independent stations best, daytime hours the most productive time, with Saturdays and Sundays the best days of the week.

News programs and music shows are the most effective and offer better formats in which to spot commercials, which should not be less than a total of three minutes' duration.

"You can't sell real estate on radio in less than three minutes," Simmons stated positively.

His formula is to buy a 15-minute program and split the commercial copy into an opening, middle, and closing commercial. The opening usually is less than 20 seconds (to conserve time for the middle), but a startling statement is used to catch the listener's interest.

The middle is used to describe and glamorize the property. It's heavily slanted at women and dwells on the themes of security, happiness, prosperity, and health.

Men are sold on the theme of the investment possibilities of real estate, the satisfaction of owning a home, and the opportunity for profit.

Regardless of the type of property sold, however, Simmons believes the following facts are a must in all copy. Adequate description, i. e. minimum size of lots; exact location; all available utilities; distances from key towns or shopping center; minimum prices and terms; church, school, shopping, recreational and transportation facilities; and climatic and health conditions if pertinent to property advertised.

Most of this information is then repeated in the closing commercial, which runs about a minute and ends by repeating over and over the phone number to call.

Once copy is prepared, time and station selected, the proper announcer is chosen. A "name" announcer who can personalize the copy is often used with the

RADIO . . .

agents for Francisco & Connor, home builders, used six announcements inviting people to inspect their homes. As a result, more than 800 people visited the home site. An additional seven announcements were used a week later and despite extremely bad weather 200 to 300 people came out.

George Decker, Inc., Bridgeport, Connecticut, sponsored two fifteen-minute programs (tape recorded) and 15, one-minute spots, which sold 50 homes in one day. The announcements and programs previewed these new homes and featured a package mortgage deal. Police reserves were called out to handle a crowd of 8,400 who visited the model home. Total sales were \$525,000; radio advertising expenditure, \$150.

George Hamrick, a Charleston realtor, invested \$7.20 in radio advertising and got back a thousand dollars. No slight-of hand but a one-time five minute newscast did the trick. Hamrick sponsored a WTMA newscast at 8:00 a.m., on Sunday. By Monday morning his air advertising began to pay off. A woman who wanted to sell her home phoned and asked Hamrick to handle it. She said she hadn't thought of him until hearing his sponsorship of the newscast. He called on her, and while they were discussing the deal, the woman's mother-in-law entered. She also had a house to sell. Hamrick was authorized to sell both their houses and by Wednesday, he had completed the two transactions. The final tally for the sale of both houses: \$20,000; Hamrick's 5% commission, \$1,000; his radio expenditure, \$7.20.

Frank L. Springstead & Sons, of Buffalo, through Gordon J. Weisbeck, Inc., used two quarter-hour segments of WEBR's morning wake-up T.N.T. Show, one on Friday, the other on Saturday. On Sunday, all of the thirteen new homes advertised, at \$10,300 each, were sold.

LEADS . . .

commercial being written to imply a personal recommendation by him.

An ideal announcer is one with sincerity and enthusiasm in his voice who can "pitch" without being objectionable.

Another detail of considerable importance is the use of phone services to take calls. They charge an average of 10c a call, with a \$2 minimum, and insure greater reception of leads. It has been found that attempts to take calls on one or two trunk-line phones results in the loss of many leads.

"However, real estate can't be sold on a one-shot basis," Simmons says. He recommends a budget sufficient for at least a month's time.

The best buy in programs are established record and news programs. In Los Angeles, the average open rate (one time charge) is around \$45 for 15 minutes, with three minutes of commercial time allowed. Such programs ordinarily produce sufficient leads to bring individual leads cost to around \$2.

Lead cost may be decreased, however, as lower rates can be earned by buying time in blocks of 13 or more broadcasts up to what is termed the "end rate" of 312 times.

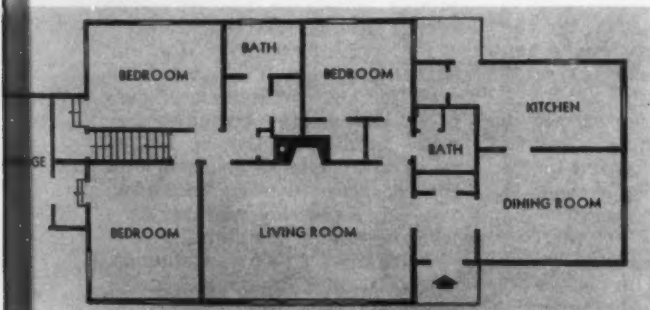
To qualify leads as much as possible, Simmons seldom uses give-aways to stimulate calls and often inserts a phrase in the copy asking only those sincerely interested to call.

He thinks the best lead stimulator is a special or leader around which interest-compelling copy can be written. The only give-away gimmick he has found to be effective is one offering free memberships in a tract club.

While most of the preceding information applies to radio, many Los Angeles real estate firms also utilize TV as a lead source.

"The most effective and least expensive TV com-

(Please turn to page 44)



PHOTOGRAPH BY RUDOLPH EDWARD LEPPERT JR.

EYE-TO-THE-FUTURE HOUSE

IN THE DAYS of lower prices, a couple who wanted a large home shopped around until they found one that was suitable, paid the price, and moved in. It seems that today the same couple is looking for a house that they can develop into a king-size layout as the years go by. They buy not only a home but a hobby and an investment program as well. Reports from various parts of the country indicate that builders are often inclined to overlook the small but persistent demand for expansion houses created by this type of buyer.

The house we picture here will appeal to the family that dreams of enlarging its living quarters gradually. It contains a three-bedroom unit on the ground floor; even here, one or two bedrooms can be left unfinished. A full basement offers the owner opportunity to add laundry, workshop, and recreation room at his convenience. There's plenty of room in the attic, too, for additional bedrooms and bath that will one day make this a luxurious home.



PLANNING LAUNDRY SPACE IN BASEMENTLESS HOUSES

By ROGER LAKEY, *Associate Editor*

HOW can we solve the laundry placement problem in basementless houses? In southern areas the basementless house is preferred over those with basements, and in other parts of the country builders are turning to the basementless house in an effort to cut costs.

But eliminating that below-grade space is not as simple as it sounds. How to include enough space for both the laundry and for all the other functions a house serves, still holding the price down to a salable level, is a challenging problem.

To find solutions, *Journal* editors asked for suggestions from 10 representative readers and surveyed other industry members.

The 10 readers contacted are constructing a total of 919 homes this year, 783 without basements. Most of them are putting the laundry appliances in the kitchen or utility room. They believe that's where buyers want them and that this placement makes maximum use of space, especially in small homes.

Alan Brockbank, Salt Lake City, building 100 basementless houses this year, provides space and plumbing requirements for an automatic washer in the kitchen, but does not provide for a dryer. He says, "It would be very valuable to the low cost housing industry if some manufacturer would develop a washer and dryer combination, about the size of a refrigerator, which would have the heavy washer in the bottom, and the dryer in the upper part. There is insufficient space for both items in the utility area of a small house.

"The factors to be considered in placing the laundry," he says, "are the hot and cold water supplies, drain and electric power, and the laundry's nearness to the kitchen so that the housewife can operate the laundry while doing her work in the service end of the house."

Richard B. Pollman, Detroit,

building 50 homes this year, 35 without basements, puts the washer, dryer, ironer, and hamper in a laundry or utility room in his larger houses, leaves space in the kitchens of his small houses for washer and dryer only.

But Pollman, influenced by buyer preference, says the bathroom would be a better location as far as washer and dryer are concerned. "Heat, moisture, and odors are expected there," he explains. "Ironing could be done elsewhere."

Pollman says customer acceptance is the major factor to be considered in placing the laundry. He says customers want washer and dryer together, and usually prefer to have them located in a separate area, or alcove, off the kitchen. All want hampers and sorting counters.

But there are contradicting buyer preferences in Pollman's area. He says some of the customers' comments have to do with heat, moisture, odors, inadequate clothes hampers and "don't like to cook and eat in the same room with dirty clothes."

The latter comment is the chief reason given by people who don't want laundry appliances in the kitchen.

For a more unique space-saving solution to the laundry placement problem, let's look at the method Kenneth L. Browne of San Antonio uses on his 720-square-foot and larger houses. Browne, who is building 50 basementless houses this year, stacks his hot water heater on a shelf above the washer

space in the utility room.

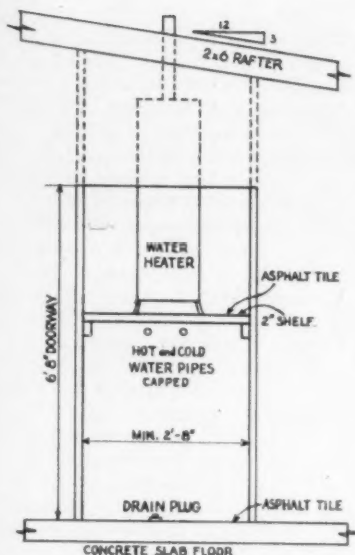
Browne says, "The local city code permits me to put my hot water heater on a shelf from 42 to 48 inches above the floor, depending upon location in the house and height of water heater. We put in an asbestos board ceiling and the code permits us to go within 13 inches of this from the top of the heater. We put this ceiling directly on the underside of the rafters and build an extension of the water heater closet. (See illustration) Usually we use no door so that the area opens into the kitchen, and we try to locate the hot water heater as close to the bathroom as possible. We do not have enough free space in these small houses to always satisfy ourselves on this location.

"We put a drain plug in the floor," Browne says, "and cap the hot and cold water supplies below the shelf. These closets are 28 inches deep to comply with the code, and we make them a minimum of 32 inches wide to accommodate the widest model of washer. We don't install drain pipe or faucets, as they vary with each brand of washer."

Floyd Kimbrough of Jackson, Mississippi, building 150 basementless houses this year, makes his kitchens large enough to include laundry appliances. He believes the kitchen is the best location because "the housewife can take care of household duties while attending the laundry."

J. Louis Moseley, Columbia, South Carolina, building 25 homes this year, 24 without basements,

Basementless houses are becoming increasingly important as a way to cut building costs. But putting everything on one floor creates space problems, and the laundry is too often the scapegoat. Where should it be put? Ten *Journal* readers, builders of 783 basementless houses this year, favor kitchen or utility room, but say the bathroom is also logical, as it is near the source of soiled clothes



Kenneth L. Browne, San Antonio, stacks water heater above space for automatic washer. Heater vent extends through roof. Hot and cold water supplies and drainpipe are installed in place and capped

also provides space in the kitchen for laundry appliances. He is in complete agreement with Kimbrough on this arrangement. Moseley always leaves space for a washer in his kitchens and in some houses also leaves space for a dryer.

A builder of 232 basementless houses this season, C. V. Barnes of North Little Rock, Arkansas, says the laundry should be put where it is the least work for the housewife. If no dryer is used, Barnes says, the washer should be near an outside door. Barnes leaves space for washer in his smaller houses, and in the larger houses, leaves space for washer, dryer, and ironer. These spaces are provided in kitchen or utility room.

N. H. Engle of Chicago is building 120 houses this season, 100 without basements. He thinks the most important consideration in locating the laundry is buyer preference. Other factors are type of appliances used, economy of plumbing rough-in, and convenience. Engle usually puts the washer near the sink in the kitchen, and the laundry tray in the utility room. He says both kitchen and utility room are the most logical locations.

G. Cloyd Patterson, building 12 homes without basements, provides space for laundry equipment by adding to the rear of the dwell-

ing's utility room or leaving space in the garage. He includes the equipment requested by the buyer.

F. W. Marlow of Los Angeles, who is building 80 basementless houses, puts the laundry in the service porch or in the attached garage. He includes a laundry tray and leaves space for washer, dryer, and home freezer.

In Kokomo, Indiana, C. D. Robbins is building 100 homes. He believes laundry appliances crowd the kitchen too much, so he puts them in the utility room and enlarges it, if buyers wish. He includes washer and dryer only. Most important considerations in locating the equipment are accessibility and proximity to water and plumbing, Robbins says. His utility rooms vary from 5 x 12 to 12 x 12 feet.

J. J. Chiarelli, Seattle architect, suggests three places: 1) room adjacent to kitchen, 2) combined in kitchen area with kitchen appliances, or 3) in a threefold work space — kitchen, laundry, and sewing — divided by cabinets. He says the client's wishes and the type of floor plan to be accommodated are the most important considerations in locating the laundry.

Chiarelli, along with Pollman, says the bathroom would be a suitable location and gives a logical reason for it. He says the

bath is the source of soiled clothes and is usually the room nearest the place where clean laundry is kept. Pollman's reason is also logical: "People don't like to cook and eat in the same room with dirty clothes."

The root of the problem of providing adequate space for laundry appliances is the size of the appliances themselves. The smaller they are, the less space they require. Thus, there is a decided trend toward more compactness of dimensions.

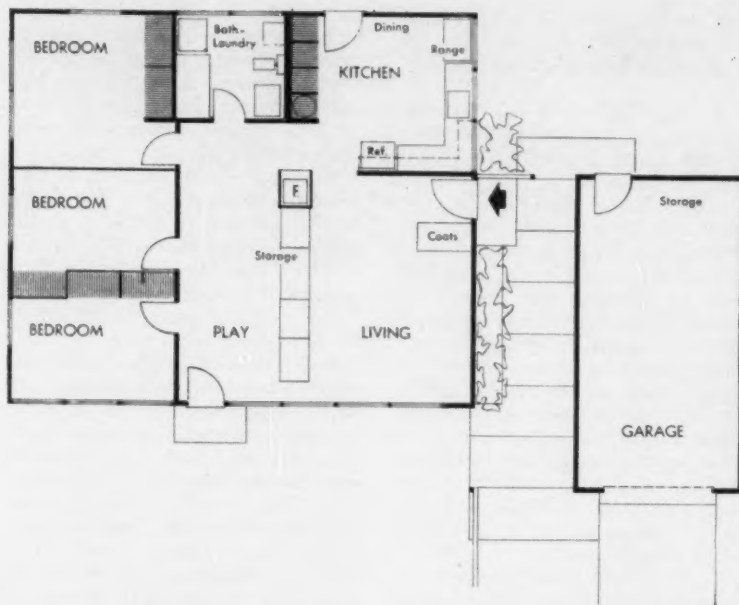
Pollman, along with Brockbank, wants a combination unit, or more efficient engineering of separate units. He says the "washer hook-ups, drainage, and dryer exhaust are all inadequately done. Probably more work should be done with plumbers and plumbing codes for better installation details. With all connections in the back, the units set out too far from the wall, especially when the appliances are not part of the home sale package."

Pollman says his vertical washer and dryer could be enclosed in cabinets by the builder. Plumbing and dryer exhaust could be a positive hook-up readily accessible for servicing.

"The economy of such a unit," Pollman says, "should be an important factor in low cost housing. Space required should be the approximate size of a small closet.



This floor plan shows the possibilities of an inside, two-door bath. This meets most building codes if mechanical ventilation is provided. The laundry location is a compromise between kitchen and bath. It is near both, and a sliding door makes it accessible to the bedroom. This door also provides a sight line and passageway between rear bedroom and major work areas. The builder grouped work centers around the back door, separate from living area and front entrance. Although this house has a basement, the plan can be adapted to a basementless house by replacing stairwell with a utility room for furnace and water heater. However, in spite of its merits, the builder feels it would be difficult to sell the inside, two-door bath to the public. Most buyers want a window on an outside wall, even though they keep it closed through the winter, especially in colder climates. With an exhaust fan and two doors, this bath has adequate ventilation whether doors are open or shut, either in winter or summer



The Small Homes Council, University of Illinois, is building two demonstration houses to test the bath-laundry combination along with other layout and construction ideas. The floor plan of the two identical, basementless houses, is worth studying from the space standpoint. A simple 30 x 34 rectangle, the plan has a living area, kitchen large enough for dining space, three bedrooms adequate for five people, centrally-located heater-room, children's indoor play space, bath-laundry previously mentioned, and ample storage space. In this location, the laundry appliances are not too far removed from the kitchen, and are accessible from bedrooms also. There is no clear-cut separation of areas except for bedrooms and bathroom-laundry

If dimensions were based on the usual depth of closets, the units could be put many places in the house."

What Manufacturers Say

The suggestions of these two builders point up the growing demand for more compactness in laundry equipment. To find out what improvements are forthcoming, *Journal* editors interviewed manufacturers of laundry appliances.

They were asked about the possibilities of the combination unit, whether the appliances could be squeezed to a depth of 24 inches and be set flush against the wall.

A Westinghouse spokesman says, "The first thought in lifting the laundry from the basement was to place the equipment in the kitchen or next to it — say in the utility room. This may still be the place, but from the functional viewpoint the ideal location is near the place where most of the clothes accumulate for washing — in the bedroom wing or bedroom floor, preferably near the bathroom so as to use existing plumbing.

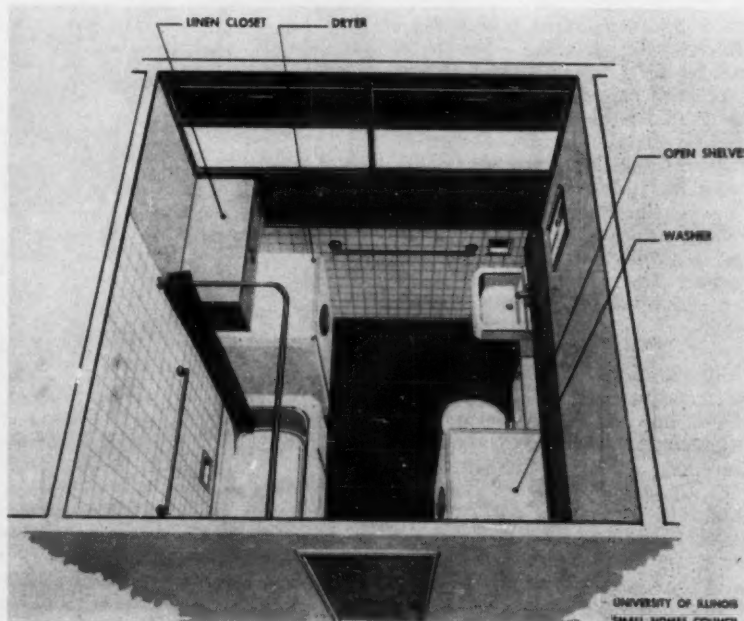
"The washer and dryer can be placed in the bathroom using sliding doors to screen the equipment, if desired, with space above the equipment for shelving. Probably a better arrangement is to locate the equipment outside the bathroom, against one of the bathroom walls, facing into the passage leading into the bedrooms. The laundry equipment could be planned so as to line up with storage closets, and the feeling of closets could be carried out by placing closet doors in front of the equipment.

"The time spent by the housewife in operating the washer is small, so a workroom isn't needed. But ironing requires time, and it's desirable to have pleasant surroundings for this task. It therefore seems a good idea to plan for such equipment in a sewing room, bedroom or kitchen."

As to the question of combining equipment, the spokesman says, "The urge for compactness is ever before us, but we cannot sacrifice performance for it."

Most manufacturers do not usually discuss beyond generalities any design improvements they might have in process.

Bendix officials seem to favor the kitchen as the best location, and they discuss the feasibility of a combination washer-dryer.



This perspective illustration of the Small Homes Council bath-laundry shows how laundry appliances can fit in neatly with bathroom fixtures. By giving the bathroom another function, more space for it is justified. Combining laundry and bath also makes for economical plumbing

A company representative says, "A decided trend toward more compact home laundries already has been noted. We have moved the washer from the dark basement into the more pleasant kitchen, utility or laundry room, but the homemaker is constantly prodding us to refine work-saving even further.

"Undoubtedly we will see a single unit, capable of doing the entire job from washing through drying, and occupying no more than one corner of the bathroom, or hall. There will be no more laundry hampers for dirty clothes cluttering up corners, no more wash baskets, ironing boards, or clothes chutes."

A General Electric spokesman says, "The suggestion that the washer and dryer be combined into a cabinet, one above the other, is one that is advanced constantly. GE recognizes that the consumer is interested in the most economical use of space and this is one of the thoughts in the minds of our designers. The company, along with other manufacturers, is cognizant of the desirability of a 24-inch maximum depth, but this presents some mechanical problems.

"We and other manufacturers have the problem of designing for manufacture so that the equipment can be sold at a reasonable price and also be practical, both from an operational and service point of view. Our engineers and research personnel are striving for an ever-better consumer product and compactness of design is one of the goals."

A representative of Hotpoint says their surveys show that the most economical, accessible places for laundry equipment in all types of houses are: 1) basement, 2) combination laundry, 3) first floor bathroom or closet.

He says the third placement is a new development caused by the perfection of vibrationless automatic clothes washers and electric driers that require no outside venting.

Hotpoint officials don't believe a combination washer-drier unit is feasible on a national scale. "Such a design," the spokesman says, "would completely eliminate agitator type machines, which hold the most favorable ratings for washability. It's entirely possible that individual units will be built for flush installation and pro-

trude about 24 inches into the room, but here again this smaller size and different design would cut down washing capacity and efficiency considerably."

A representative of Frigidaire believes the ground-floor utility room is the real answer to laundry placement, but says he sees no reason why laundry equipment should be limited to 24 inches of depth.

"After all," he says, "the most popular major household appliance is the electric refrigerator, and only the smallest sizes are 24 inches deep, and we find no particular objection to it. Women realize they would have to sacrifice capacity in order to have a 24-inch deep refrigerator. The same applies to washers and dryers, and food freezers too.

"The end objective of manufacturers," the spokesman says, "is to provide appliances that have the greatest utility in the home, which is certainly in line with what women want. Thus I believe it is better to take a little more space for the appliance and gain maximum efficiency, rather than take less and impair efficiency. At least I think the gain in efficiency more than offsets any space disadvantage."

Builders may soon see an end to the venting problem. Two manufacturers already have dryers requiring no venting. One of the dryers is equipped with a series of aluminum tubes through which the moisture-laden air inside the dryer passes. Air at room temperature is forced over the tubes and chills the air from the dryer enough to cause it to give up most of its moisture. The water removed from the dryer is collected in a container which can be emptied by hand. Thus no lint or surplus moisture is discharged into the room.

The other type of dryer requiring no vent has a condenser operated by cold tap water. The removed moisture and lint are pumped down the drain.

For models requiring vents, the manufacturers usually recommend the best methods, and will furnish details on request.

One manufacturer has a power venting system on its dryers. Heat, lint, and moisture are forced outside under a pressure sufficient to operate well against a counter force of 48 miles per hour, the manufacturer says.

Wanted: Sales Initiative

(Continued from page 25)

can convention. It wasn't hard to get him away from that because he is a lifelong Democrat.

We talked for a moment and then I said, "Ed you ought to buy those lots, build a nice building, move out of this sunken-in hole and, in the end, your monthly cost would be no greater than your absentee landlord is soaking you for rent in this joint." (If I had used any other terms he would have felt I was high-hatting him.)

"That's right," he said, "but they want too much, Teckemeyer. How much are they worth?" They were worth \$6,000. "I'll give that," he said.

Well, horror of horrors I didn't have my sales kit or brief case, just plain nuthin'. I hadn't started on a selling spree that afternoon. I was out appraising. But I borrowed Ed's stub pencil, a piece of brown paper and wrote out the offer you see reproduced here. The sale followed. No ads, no listing, no long-winded procedure — just thinking.

It is hardly necessary to sum up, or is it? In the present market just go out and go to work. I am not recommending that you ditch all the equipment which we so often find valuable, but I am seriously recommending that we learn to put first things first. To sell real estate you first have to have an honestly-priced product. You next have to circulate where people are who are most likely buyers for it, thinking always of the real estate you see which you haven't been asked to sell but which needs a good selling.

Try your own skill first. Put something of yourself into the job. Bring in the oxygen tank of advertising, sales kits, brochures, and so forth after you haven't been able to do the job in any other way.

Be a service station for real estate. Do anything anyone asks you to do for and about real estate (if it's honest) whether you are paid or not — paid, that is, in dollars and cents. It will all pay off handsomely in the end.

And you know what? Your thrills over the transactions thus produced by you, and you alone, out of your own skill, experience, and thinking, will be such a well spring of encouragement and help that you will soon find you do not actually need the aforementioned "crutches." Try it. Give it a chance and see what happens.

GET OWNER COOPERATION

PART I

By MARY WARREN GEER

Your organization can get listings merely by letting the law of averages take its course, but how to get salable listings, and get owner-cooperation along with them takes concerted effort and expert technique on the part of your salesmen. Our author gives experienced advice on how to handle the uncooperative owner

ONCE you hold a license to sell real estate, you can take listings. Whether you are a good salesman or not, if you ask enough people for listings the law of averages will take care of your getting some. Depending on the law of averages, a lot of offices employ a number of salesmen to fill their listing files.

To you who see logic in the idea of selecting for your best efforts the listings you are most apt to sell, the problem of taking listings is less casual. You are aware of the best of the individual properties that make up the present market. You are clear as to the service you expect to render on the properties you choose as your listings. You know what listings you want. The problem is to secure favorable listings!

The assortment of houses you want, properly listed, represents a better than average chance for commissions. By the same yardstick, your service on these listings represents a better than average probability of sale to each of these sellers. This is a reasonable expectation since your choice of listings is determined by likelihood of results rather than by wishful thinking. Therefore, it is tremendously important that your listings be secured properly.

The word "properly" is the key to what is ahead. The dictionary gives several interpretations to the word "proper" that seems to apply with full force to the business of securing listings.

1. Having special adaptation or

fitness; especially suited to some end.

2. Naturally belonging to a person or thing.

3. Belonging to or affecting oneself.

4. Understood in the most correct sense.

5. Appointed for special use.

6. Of becoming form or appearance; also strong, active, or skilful.

7. Respectable, honest.

Read those definitions again, thinking in terms of a favorably secured listing, and you will discover something. Adequacy from a business or contract standpoint is just the beginning of a properly secured listing. A favorable listing embraces a combination of human factors, along with the appropriate technical, ethical, and factual components. Once again the human element, and the way it affects our activities, must be scrutinized.

In our consideration of listings thus far, the "seller" is the paying end of a listing contract, and you are the "selling-service" recipient of the commission. In real life both you and the seller are people who, incidental to the sale of a property, solve a personal problem with the dollars involved. At a casual glance this covers the situation. Most offices and most salesmen leave it that way.

You who want success cannot leave it that way. Once you recognize how fully human nature influences all the details of your business, you have to fit its work-

ings into each phase of your operation. You have to get the human equation under control so that you can use it. For a favorable listing, a listing that entails seller-cooperation, you *must* use it.

Recognize What Seller-Cooperation Is

What does seller-cooperation mean? This is a term that almost never appears in print. When it does appear, it has a business connotation. Most of the home sellers who are successful today have stumbled upon a way of achieving seller-cooperation. They make it a point to achieve this condition-without-a-name because it aids so tremendously in their success. To enable you to seize seller-cooperation as a tool toward a better future, let us define it and explain its working. We can begin by recalling a case of your own where seller-cooperation existed, whether you recognized it as such or not.

Look back to your early days in the business, and somewhere a memory will stand out. There was once a seller, when you were new and green and scared to death . . . You were asked to call on this seller and get his listing. You screwed up your courage and rang the bell, heart in your mouth. The door opened, and you, looking hard at the doormat, said, "I am George Brown." Then you glanced up to see if you were about to be thrown out, and saw a kind, smile.

Mary Warren Geer, *SELLING HOME PROPERTY*, (Copyright 1951, Prentice-Hall, Inc., New York), pp. 70-76. Reprinted by permission of the publishers.

ing face, and heard a pleasant voice say, "Why, how do you do, Mr. Brown. Won't you come in?"

Suddenly feeling warm all over you went in, presented your firm's card, and the smiling seller continued: "You must be the new salesman with the Trumbull Realty Company. My friend, Mrs. Green, said you had taken a great deal of pains to help her find a house. You must be very interested in your business."

There was a rush of relief to your head. *Here* was no ogre. Here was somebody who understood you. And before you knew it, you were pouring out words and words . . . all about how many things you had to learn before you got started, and how *truly* you wanted to do a good job, and how frightened you'd been — you had never been sent out to get a listing before.

You got the listing, of course, and sold the house too, by golly. Those were the *nicest people!*

That seller's mind and heart were open. Sensing your discomfort at a glance, she hastened to put you at your ease by recognizing you not as just another agent, but as an individual. She took the trouble to give you and your work some significance. She acted interested in you. And you, human that you are, took the bait and proceeded to prove to her that you were all she thought, and more. She, warmed by your response to her kind act, "went along" with you on the listing.

And unless I am very much mistaken, you worked like a beaver to make sure her house was sold the way she wanted it. It is as simple as that.

Think of another deal that has happened just recently. It was one of the easiest sales you ever made. The minute you and the seller got together, you understood each other. He was your kind of person, wasn't he? A nice, clean deal from beginning to end. The buyer *did* raise a little question, but you and the seller ironed it out without any trouble. *Good deal!*

Without expectation or design on your part, a usable degree of seller-cooperation came into being the minute you met. Instinctively each of you recognized in the other the sort of person with whom it is a pleasure to do business. Maybe you remained one another of someone agreeable, or close or attractive to you. Any-

how, you knew without having to question, just about what he expected you to do on the sale. He showed you that he trusted you and expected you to make a good deal. He was really a nice fellow, and you wanted to merit his approval. It all worked out fine.

Because you knew the kind of person he was, and because you were glad to listen to what he had to say, you had a better than average idea of why he was selling and how you could serve him. He also knew what *you* would consider good service, and that you would give it to him. You did!

It is wonderful, indeed, that to each of us certain kinds of people are familiar, agreeable, and easy to do business with.

The crux of the human problem emerges when you come across a seller who does not immediately strike you as your kind of person. He may be a type that is repugnant to you. He may act in a way that offends you.

You meet him with one of two simple thoughts. It is either, "Here's a queer bird," or "I don't like *him!*" Your inclination is to get the listing as quickly as possible. Get away. . . Get the fellow out of your mind. He bothers you.

If you will think about it a moment, there is an even chance that you impressed him in the same way. Or perhaps you made no impression at all. Is it any wonder that you later have trouble "getting together" on a deal? Your only bond was some printing on a listing card.

What does seller-cooperation mean? It means a state in which your seller has a strong, friendly interest in *your* success with his listing!

It is easy and natural to become friendly with people who appeal to you. It is equally easy to *miss* becoming friendly with the others. It is imperative that all of your sellers become your friends.

The Factor that Precludes Seller-Cooperation

Very early in my career my office asked me to list a house. The owner was an elderly spinster, living alone in a seven room house. When she came to the door I wanted to run. She was so strange looking she was almost frightening. Her hair was unkempt. Her clothes were of a vintage of many years before. Her speech was sharp, with sarcastic overtones. When I stepped in the door, the

house seemed overrun with cats.

No, she wasn't out of her mind. In fact she had a very keen mind, attested to by a college diploma, and an M. A. degree and a B. S. degree hanging on the dining room wall.

She wanted to sell her three bedroom house and buy a larger one because she wanted room for more cats! When I asked her reason for selling she told me. She wanted room for more cats.

When she said that I accidentally replied, "Why, of course!" as if it were the most natural thing in the world. I suppose it was because I was so new in the business. And then for lack of something better to say I added, "Your cats are unusually beautiful. I haven't seen many as sleek and healthy looking as yours. You must love them very much."

It was as if I had opened a floodgate. She started to talk, not in the sharp, sarcastic tones of a moment before, but in the warm, harsh tones of someone suffering from hurt. Her whole family had passed away, leaving her a good deal of money. She had never been overly attractive, but people began paying quite a little attention to her. Then she found out that the ones who were nicest to her in her presence were ridiculing her behind her back. Finally she met and fell in love with a fine man who died on the eve of their marriage. After his death she had put people away from her, and had spent her time doing charitable work, mostly directed from her telephone. Her cats became her chief companions. Their number grew as she adopted outcasts that came her way. The neighbors had started calling her crazy. She wanted to find peace for herself and her cats in some other place.

Melodramatic? Yes. But true, and the mainspring of one person's life, and incidentally the key to seller-cooperation on that particular sale. I felt deeply sympathetic. I suppose I showed it. In any event, she declared she would let no one but me sell the house. When I reported this back at the office the other salesmen hooted. "You can have her," they said. "We have been trying to get that listing for five years. Why, she went after one salesman with a broom, one time. The woman is nuts." Was she?

A short time later I was called

(Please turn to page 46)

THIN ICE

By GEORGE F. ANDERSON

TODAY, we shall go skating on THIN ICE, and if you fall through I hope I shall be able to rescue you, but I give you no assurances.

You submit a property to me, and in discussing the price I say to you, "of course, if I buy this property I want you to manage it for me." You answer me saying, "I appreciate that and I hope you get it." If a deal is made you probably would not be entitled to a commission, because you agreed to accept a secret commission from me, the management of the property being equivalent to cash.

Many variations of these facts may occur. Suppose you answered me by saying, "That's up to you. If you buy the property you get anyone you like to manage it." It would hardly seem that this was disloyal to the seller, and precluded you from collecting a commission. Yet, it is obvious that you didn't mean what you said. If you did you would not be human. What you had in mind was that you were to manage the property, and this might influence you to favor me, and not to use your best efforts to find another buyer at an increased price.

In Chicago there is a successful speculator. He is successful because he has certain ways of doing business: 1) He always protects the broker in his commission. 2) If a property is submitted to him he makes an offer within an hour or two. 3) He employs the broker to manage the property for him until it is resold and he gives the broker a chance to sell it. Brokers like to do business with him and he gets more opportunities than any other speculator in Chicago. Is the broker entitled to his commission? Was it loyalty to the seller to submit the property to this speculator without trying to sell it to someone else at a higher price? Wasn't the broker influenced by the fact that he would make a quick deal, get the management of the property, and probably a commission on a resale? We're getting on pretty thin ice.

Every broker has, or should have, a list of speculators to whom he can make a quick sale, and if he submits a property to such a speculator, even without any understanding that he is to get the management, but without trying to get a better offer, a question of loyalty arises. In nine cases out of ten the seller pays no attention to these things and no difficulty arises, but we must think about the seller who will take advantage of them, and avoid getting ourselves in a position where he can do so.

If the seller asks a definite price for his property, and there is no question of getting as much as you can, the above rules would probably not apply. If the seller didn't consult you about the value of the property, or asked you to get as much as you can for it, but simply said, "I want \$25,000 for this property," and you got it for him, he would have no kick coming.

And, of course, if you told the seller what the deal was he would not have any kick coming. If you mentioned to the seller, "the prospect said if he buys the property he wants me to manage it," that would be enough.

I wouldn't advise you to keep off thin ice, but I would say you should be conscious that the ice is thin, and be as careful as you can under the circumstances.

Product Progress

(Continued from page 16)

special adapter permits installation in sink openings up to 5½ inches. A three-way handle of the safety top control acts as a drain, seal, and operating control as well as a protective device when the disposer is running.

Company Starts Photo-Listing Service

Multicopy Corporation in Evanston, Illinois, has made a study of the requirements and needs of a listing service to real estate boards believing that many boards would welcome the use of a listing service with photographs if a simple service was available. The firm is now printing and mailing the listings of several local systems and is expanding.

Not standardized, the service is flexible and can meet the requirements of small boards as well as large ones. The company reproduces the listing and picture, stuffs the envelopes, and places them in the mail. The service is said to increase sales, simplify listing detail, and provide easier, faster service for sellers and prospective buyers.

Leads from Thin Air

(Continued from page 37)

mercial is one making use of photos, maps and charts, with an unseen announcer reading copy behind them," Simmons said.

"About 45 seconds of the time allowed should be devoted to title cards with the name of the property and phone number."

In TV, one type of programming Simmons has found efficient is sponsorship of feature-length motion pictures. Such programs have the dual effectiveness of getting leads while giving valuable "prestige" institutional advertising to the sponsor.

Regardless of whether the sponsor uses radio or TV, it is recommended that the realtor employ an advertising agency. The cost of time is the same to the advertiser whether he places his business direct or through an agency.

The agency receives 15% commission from the station on time bought as its remuneration and in exchange furnishes to the client such services as time buying, preparation of copy, establishment of credit rating, securing of phone service, delivery of leads and coordination of all elements of the campaign.

In cases where photographs, art work, "props" or extra services are required, a reasonable production charge is made. An agency is particularly useful to realtors as choice time spots frequently open up and by being in constant contact with the stations, the agency is able to secure them quickly for its clients.

For those interested in trying Simmon's formula, a capsule version follows.

"Set up a budget sufficient to pay for at least 13 programs."

"Buy time on local independent stations featuring music and news."

"Buy time on Saturdays and Sundays, preferably."

"Use colorful and descriptive copy stressing low price, terms, beauty, facilities and advantages of property."

"Choose an announcer who can personalize your copy."

"Employ a professional phone service to take calls."

Once you've got the leads, the rest is up to you.

I Am Your Home



I AM YOUR HOME, product of nature and man and machines... thousands of skills at their best... to make living easier for you. **I** am the symbol of man's progress from the days of the cave. **I** lighten your tasks. **I** make strong your spirit. **I** make secure your future. **I** make enjoyable your leisure hours. **I** keep you safe from the elements. **I** shut out the cold and the snow, the wind and the rain. **I** make you warm or cool. **I** bring you beauty and color and light. **I** frame for you the everchanging magic of trees and flowers and sky. No king of ages past possessed as much. **I** am built to endure. **I** can cradle your young at birth, shape their character at youth, comfort them in their maturity, shelter them in their sunset years. **I** am your companion, your friend, your host, your servant, your bodyguard, your headman. **I** am your proudest possession. **I** will grow sadder and closer to you through the years. **I** will be loved because of the storm I have helped you weather, the heights I have helped you climb, the wear I have dried, the joys I have created. **I** am the expression of your faith in a way of life. **I** am the fruit of your labors and the spark of your incentive. **I** am a bulwark against tyrants. **I** am yours—your stake in America, a nation made free and great by men and women who—like you—believe in the stronghold of enterprise. **I** am your Home!

RALPH H. CLEMENTS

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Thousands of requests from real estate and home building organizations have poured into the *Journal* office for copies of this creed for distribution to home buyers and prospects. In answer to these requests, handsome two-color reproductions of "I Am Your Home" have been prepared to make it an unusual, effective, lasting mailing piece to send to prospective home buyers. And copies of the creed have been produced on parchment-like stock suitable for framing, making it an ideal, thoughtful gift for home buyers. You can have copies of "I Am Your Home" to send to your clients at the following prices:

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NATIONAL REAL ESTATE
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Please send me _____ copies of "I Am Your Home" for mailing, framing purposes (circle one).

Remittance of _____ is enclosed.

Signed _____

Address _____

City _____

State _____

Owner Cooperation

(Continued from page 43)

to list another house. It was an immaculately tended house in a fair residential district. The owner did not answer the door-bell immediately, so I went next door to find out if the neighbor knew where he might be.

"Oh, *that* old stinker!" she snorted. "You should be glad he is out. He's a crank if there ever was one! Can't say a decent word to anybody. He's a mean one!"

About that time the owner came to his door. I hurried over. Sure enough, he looked tough enough to eat spikes. I introduced myself, and before I started to talk listing or anything else, I just had to comment on how exquisitely his house was cared for. A few moments later I added, "It's a shame more people don't give their property such care." All I got was a disgruntled, "Huh!" We went through the property, and over and over again I found myself comparing his kind of care for the house and grounds with that of his neighbors — mostly remarking how much more valuable people could *make* their properties

with such attention. He was the silent type. I felt as if I had to say something. Finally some comment on his house-keeping hit a responsive chord.

He launched into a strongly worded (to put it mildly) dissertation on the general orneriness of humanity. He had bought a lot of real estate at a fairly high price, and put it in beautiful shape. Because of neglect and abuse on the part of his tenants, these properties had run down to the point where he had to sell his home to refurbish them. When he bought *this* house the whole neighborhood was well kept. Through the years, with new owners, it had gone to seed. Even his investment was depreciated by carelessness.

I agreed with him that he had a case. He was not mean. He was a victim of old-world fanaticism for neatness and cleanliness. He had no gift for bringing people around to his way of thinking, so he reviled them. He was ready to sacrifice his beloved home for his principles.

The basic fact that underlies these rather lengthy illustrations becomes self-evident. The people who make either the poorest or the

least impression on you are often the people most strongly dominated by their "human" nature! They are so wrapped up in their human problem or grievance that they are insulated against ordinary interest in other people. They are oblivious of what their particular bent has done to them. They are frozen up in fear or defiance to the point where they simply are not in condition to be interested in a stranger's concerns.

You, in common with most active and aggressive people, keep your emotions and actions in check with your common sense. If you fail at something you shrug it off and say, "Well, I will try this another way," or, "That makes the other fellow mad. I'll try another tack."

When you come in contact with a seller who does not "click" with you, it is usually because you two people operate from these diametrically opposed bases. You miss seller-cooperation when you wait for him to come around to your way of thinking.

Your lack of understanding of the other fellow is the factor that precludes seller-cooperation.

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WE ARE NOT BROKERS
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THE LAW SAYS!

By GEORGE F. ANDERSON, Legal Editor

Can an offer be withdrawn before it is accepted? If a party makes a promise but doesn't intend to keep it, is he guilty of fraud? Is a landlord liable for his tenant's invitee when the invitee enters the landlord's premises? Here are the answers

IF I offer to sell you my jalopy for \$300, I can withdraw the offer at any time before it is accepted. It is one of the characteristics of an "offer" that it may be withdrawn at any time before it is accepted.

If I offer to pay you a commission if you sell my real estate, I can withdraw the offer at any time before it is accepted, by you finding a buyer. This is what is generally called a non-exclusive listing.

But if you say to me, "I'll do the best I can to sell it for you," then I cannot withdraw. Then it is not an "offer" but it is a "contract." It is a "bilateral" contract. It is a promise for a promise. The consideration for my promise to pay you a commission is your promise to do the best you can.

Many brokers have lost their commission because the lawyer didn't think of this angle, and I mean "angel" and not "angle" because an "angel" is what it is to the broker.

THE principle is generally stated to be that a statement of intention, on a promise to do something in the future, cannot be the basis of an action for fraud. I own two lots, I tell you that I intend to build a \$25,000 residence on one of them. On the strength of this statement you buy the other lot. I change my mind about building. I am not guilty of fraud.

I buy a suit of clothes and promise to pay on the first of next month. I do not pay, but I am not guilty of fraud.

A distinction which I wish to emphasize is where the party expressing the intention, or making the promise, had no such intention at the time he expressed it, or did not intend to fulfill the promise at the time he made it. In such situations it is fraud. It is so difficult to prove that a party had no such intention or that he did not intend to fulfill the promise, that the distinction is often lost sight of. In the case of *Sharkey vs. Burlingame Co.* 131 Ore. 185, the defendant sold two lots. He promised to resell them for the buyer at a profit. If he intended to do so but failed there would be no fraud about this. But the evidence showed that he had made this promise to every buyer but had made no effort to resell any lot. This made it obvious that he had no intention to try to resell the lots, that he made the promise without intending to keep it.

The Court said, "Ordinarily, false promises are not fraudulent nor evidence of fraud — and only

false representations of past or existing facts are actionable, but:

"When a promise is made with no intention of performing, and for the very purpose of accomplishing a fraud, it is a most apt and effectual means to that (?) and the victim has a remedy by action or defense."

IT IS THE duty of a landlord to keep in good repair and in a safe condition such portions of the premises as are used by two or more of the tenants in the building. This duty extends not only to the tenant but to his invitees. An invitee is a person who the tenant invites either expressly or by implication to call on him. This duty to the invitee is limited to such portions of the premises as it is reasonable and necessary for the invitee to go upon. If he goes wandering around the premises and is injured in a spot where he has no occasion to be, he cannot recover damages.

The court made a rather strict application of the principle in the case of *Morong vs. Shafford*, 218 Mass. 50. The plaintiff called on the tenant, a milliner, living on the second floor. She opened the door to walk out of the building but this was the wrong door, leading down into the rear yard. There was no landing there, and as the plaintiff stepped through, she fell down the steps. The court said: "... the defendant owed her the duty of exercising reasonable care to provide safe and suitable approaches thereto, we are of opinion that is no evidence which would warrant a finding that there was any invitation from the defendant to the plaintiff to open or pass through the door leading down the rear stairway, and that the defendant owed her no duty to keep the door locked. It could not be found that she had a right to assume, as the door was not locked, that it was intended that she might use it as a means to ingress to or egress from the premises."

YOU will no doubt be called upon at some time, and perhaps from time to time, to draw a deed in consideration of support and maintenance. If you are, read the case of *LaBlanc vs. Atkins*, 387 Ill. 360. Just a contract for support is not sufficient. It must go into some detail as to the support.

The court said: "... but conceding that she agreed to the arrangements as outlined in defendant's and the attorney's testimony, it is still short of proving the essential elements of a contract that would support this kind of a transfer. The nature of the plaintiff's support, the place where her home was to be, whether on this property or another, in this state or a foreign state, were important elements in a contract of this character. Other matters which were omitted from the agreement might be mentioned but these serve to illustrate the vagueness and indefiniteness of defendant's oral undertaking to furnish plaintiff support and maintenance."

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Among Ourselves

Our population is on the move. Of direct interest to brokers is the fact that one out of every five of the nation's population changed residences every year during the period from April, 1947, to the spring of 1950, according to the U. S. Census Bureau. This is nearly 30 million moves a year, and each move is a potential real estate transaction.

Emphasis by the industry on home ownership is gradually producing results. Home ownership in early 1952 had advanced to include 54% of the nation's non-farm families. This is an increase of about 10% or a differential of 5% from early 1948 when home ownership included 49% of the non-farm families.

Realtor Brown L. Whatley, president of Stockton, Whatley, Davin & Company of Jacksonville was elected president of the Mortgage Bankers Association at its 39th annual convention in Chicago. Whatley replaces Aubrey M. Costa of Dallas.

Three more community projects have received national recognition by the building industry. 1952 Merit Awards were given to Wedgewood #4, a Seattle subdivision developed by Realtor-BUILDER Albert Balch; Park Cities Village, a shopping center erected in Dallas by Real Estate Builder W. W. Caruth, Jr.; and Lakeshore Country Club Acres, a new subdivision developed in San Francisco by Standard Building Company, represented by Carl Gellert. The NAHB awards were made for highest standards in land planning, design, and development.

Louis B. Mayer, prominent Hollywood motion picture executive, has been appointed Chairman of the SIR 1952 Industrial Award Board. The Award Board of the Society of Industrial Realtors convened in New York City last month to select the industrialist of the year. The award will be made at the NAREB convention in Miami November 12.

"The shoe is on the other foot — how will you wear it?" the Denver Board of Realtors warns its members. Typical of action being taken by real estate groups throughout the country, the Denver Board is appealing to its members to use judgement and wisdom in solving rental problems now that rent controls have ended in the city.

Although Los Angeles citizens in public referendum voted against the socialist housing program, the City Housing Authority is going ahead with it. However, concerted effort by the Realty Board has succeeded in weakening CHA to the point of suggesting that only 7,000 units be started instead of the original 10,000. The public housing opponents are taking on more campaign fuel to further weaken the program.

Further proof of the public housing paradox is brought out by Jessyca Russell Gaver in the current issue of the magazine U. S. A. She says, dollar for dollar, tenants in New York City's public housing projects get less for their money than those living in privately-financed apartment developments, and she gives many illustrations to prove her point.